



**IMEX-MPI Future Leaders Forum  
Conference Room 203, COEX  
Seoul, South Korea**

**Tuesday 23 November 2010**

**09.00 – 09.30**

Registration

**09.30 – 09.45**

**Welcome and Introduction to the Future Leaders Forum**

The Forum will be moderated by Tom Hulton, Director of International Relations, IMEX.

**09.45 – 10.30**

**The Meetings Industry – a Look into the Future!**

**Rohit Talwar CEO, Fast Future Research**

**Synopsis**

*The meetings industry must be relevant and dynamic for all its stakeholders. This means identifying future trends and needs. Rohit, one of the most respected professionals in his field, will analyse the importance of future strategising for the meetings industry. He will also use this session to link this theme in with the Generation Y Challenge – see later in the programme.*

**10.30 – 11.00**

**Coffee Break**

**11.00 – 11.45**

**The Meetings Industry – not a job but a career!**

**Robin Lokerman President, MCI Asia Pacific**

**CEO, Institutional Division**

**Synopsis**

*What is the meetings industry? How is this buoyant, valuable and expanding industry viewed by its employers and employees around the world especially in these troubled economic and political times? Is this an industry that you want to enter and enjoy as an exciting and worthwhile career? We will look at developments, trends and the sustainability of the meetings industry followed by an open discussion.*

**11.45 – 12.30**

**Trends in the Meetings Industry – The Asia Pacific Marketplace**

**Noor Ahmad, Asia Pacific Regional Director, ICCA Global Research Centre, Asia Pacific**

**Regional Office**

**Synopsis**

*A detailed look at what is happening in the Asia Pacific meetings industry – the trends, the challenges and the future.*

**12.30 – 13.30**

**Lunch**

**13.30 – 14.15**

**Meetings for Generation Y**

**Roger Simons, CMP, Manager, CSR & Sustainable Events, Meeting Professionals International (MPI)**

**Synopsis**

*The concept and production of meetings have changed dramatically over recent years and this change will rapidly continue with the emergence of Generation Y. The new generation of young people are becoming more sophisticated, more demanding and more successful. Or are they?*

**14.15 – 15.00**

**The Challenge! "Generation Y – The Global Conference"**

**Synopsis**

*Creativity has become one of the most important characteristics for a successful career in the meetings industry. Teams will be asked to create and organise a global conference for Generation Y. They will work together during this session to present the winning formula to a panel of distinguished judges later in the day.*

**15.00 – 15.45**

**The Meetings Industry in Korea**

**Maureen O’Crowley, Senior Director, International Marketing & Conventions, Seoul Tourism Organization**

**Synopsis**

*Maureen will draw on her experience in the meetings industry and provide an insight into what is happening in Korea and what prospects it holds for you as a future leader in the Korean meetings industry.*

**15.45 – 16.00**

**Coffee Break**

**16.00 – 17.15**

**Team Presentations of the Challenge**

**17.15 – 17.30**

Summary of day, close and hand out of Certificates of Participation

**Supported By:**

