



IMEX-MPI Future Leaders Forum Rimini Fiera, Italy

Friday 2 July 2010

09.30 – 10.00

Registration

10.00 – 10.15

Welcome and Introduction to the Future Leaders Forum.

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

10.15 – 10.45

Update on the Meetings Industry and Cross-Cultural Understanding for Effective Business in the Meetings Industry

Tom Hulton, Director of International Relations, IMEX Group

Synopsis

Tom will bring you up to date with recent trends and developments in the meetings industry. He will then give an introduction to effective cross-cultural communication and understanding in the meetings industry and how, practically, this can give a competitive edge. The goal is more productive communication at meetings, exhibitions or conferences, and a better understanding of how to motivate people from different cultures.

10.45 – 11.15

Recruiting Top Talent - What makes you stand out against the crowd? Part 1

Avinash Chandarana, Director of Talent and Development, MCI Group

Synopsis

Leading companies are hungry to engage top talent but what are they looking for in their new recruits? Have you ever wondered what it takes to be hired when you are up against stiff competition? What are the key ingredients that make you stand out against the crowd during the interview and selection process? How can you convince the recruitment manager that you have what it takes?

Avinash, one of the most respected HR experts in the industry, will provide you with invaluable information.

11.15 – 11.30

Coffee break

11.30 – 12.15

Recruiting Top Talent - What makes you stand out against the crowd? Part 2

Avinash Chandarana, Director of Talent and Development, MCI Group

12.15 – 13.00

Make an Impact! – Why exhibitions work.

Heather Gough, Sales Director, IMEX Group

Synopsis

It is now generally accepted that exhibitions potentially provide the best international business opportunities in the meetings industry and provide the best ROI (Return on

Investment). Heather has spent her working career successfully convincing the industry about this and will now share with you her thoughts on this exciting and rewarding sector of the industry. Perhaps this is the career for you?

13.00 – 14.00

Lunch, including visit to BTC exhibition

14.00 – 14.15

Review of visit to BTC exhibition

14.15 – 15.00

The “REAL BENEFITS” of attending the Future Leaders Forum and becoming a Future Meeting Professional

Antonio Ducceschi, CMM, Director of Global Strategic Accounts, Meeting Professionals International (MPI)

Synopsis

Attending this Forum, you will be asking yourself what benefit it will provide. How will it help me to choose a career and is there any way that I can take advantage of the many networking and job opportunities that seem to be out there? This session will try and answer all those concerns from looking at what it means to be an MPI student member with all its incredible benefits to what the Future Leaders Forum can offer in terms of being part of a fast growing student community and much more. Antonio will use his considerable industry experience to inform you about all these exciting developments.

15.00 – 15.15

Coffee break

15.15 – 16.00

A Career in International Marketing

Federica Lucini, Marketing Manager, Convention Bureau della Riviera di Rimini

Synopsis

Live meetings and events are playing an increasingly important role in the marketing strategies adopted by associations and corporations. International marketing plays a vital part in attracting these meetings to a destination and gives enormous scope for creativity. If a career in marketing appeals to you, then this session will open your eyes to what can be achieved.

16.00 – 17.30

Creative Challenge - Creating the perfect event!

A separate brief is provided.

17.30

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



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