



## IMEX/MPI Future Leaders Forum Malaga, Spain Sunday 28 February 2010

**Time:** 10.30 – 11.00  
**Room:** Sala de conferencias 2.1  
**Title:** Welcome and Introduction.  
The Forum will be moderated by Jon Bradshaw, founder of Equinox Motivation and IMEX Senior Sales Manager

**Time:** 11.00 – 12.00  
**Title:** IMEX/MPI Future Leaders International University Challenge.  
Presentation from 3 students selected by Industry Professionals

Supported by:



**Time:** 12.00 – 12.45  
**Title:** Leadership & Motivation: Changing Gears to Change Lives – 3,400 miles, 51 days, 9 countries, 1 bike  
**Speaker:** Jon Bradshaw, founder of Equinox Motivation and IMEX Senior Sales Manager

### Synopsis

By sharing the techniques used in overcoming the variety of physical, emotional and operational obstacles he encountered during his epic journey, Jon details a range of practical and behavioral tools which can help audiences become better leaders, decision makers, communicators and ultimately achievers.

**Time:** 12.45 – 13.15  
Lunch

**Time:** 13.15 – 13.45  
**Title:** "Meetings for Generation Y"  
**Speaker:** Bianca Manteuffel, Manager of Member Services, EMEA, 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?

**Time:** 13.45 – 14.15  
**Title:** "Career Development and Education for Meeting Professionals"  
**Speaker:** Charles Massey, CMP Founder and CEO of Synaxis Meetings

### Synopsis:

The development of meetings management curricula within academic institutions provides employers with more and more skilled young professionals who are deciding to work within the meetings industry. But do you know that there are actually career pathways within the meetings industry? If you decide to enter into the meetings industry, discover and explore the career opportunities lying in front of you! Followed by open discussion.

**Time:** 14.15 – 14.40  
Open Discussion

**Time:** 14.40 – 15.00  
Summary and Close