



IMEX-MPI Future Leaders Forum Programme Frankfurt, 2010

WEDNESDAY 26 MAY

TIME: 12.00 – 13.00
ROOM: Seminar Room Hall 9.2

ACTIVITY: International University Challenge – Presentations by winning students from MPI-World Education Conference, Salt Lake City; Poland; Thailand; MPI – European Meeting and Events Conference, Malaga

All non presenting students are welcome to attend and watch these presentations

TIME: 13.30 – 13.50
Registration
Lunch will not be provided so please ensure you have eaten before arrival.

TIME: 13.50
Energiser – by Inner Sense, brought to you by IMEX and MCI

TIME: 14.00 – 15.30
ROOM: Seminar Room Hall 9.2
TITLE: Making the most of personality differences – in life, in business and in events
SPEAKER: Ann Holmes CMM, author of The *Rainbow-Plus®* personality type assessment system



Participants will start by filling in the **Rainbow-Plus®** questionnaire, move through an explanation of the underlying theory of personality type, and then assess their own types. There will be interactive exercises, which will allow participants to experience type differences in practice. Before finally deciding their own type, participants will look at the ways different types interact, and the implications this has for effective relationships – business and personal alike. Detailed consideration will also be given to how awareness of type can be applied to the design and organisation of events.

Open to MPI students and to all other students attending Thursday's session – please ensure you inform Dale Hudson if you would like to attend. Only pre-booked students will be accepted. Please contact Dale at dale.hudson@imexexhibitions.com

TIME: 15.30
Bus transfers to the Sheraton Frankfurt Hotel & Towers (airport)
Please bring your coats and bags with you to the room as there will not be time to go down to the cloakroom to collect them

TIME: 16.00 – 18.30
LOCATION: Sheraton Frankfurt Hotel & Towers (airport)
Lemons & Lime Bar, First Floor

Drinks reception sponsored by the Sheraton Frankfurt Hotel & Towers

The Sheraton Frankfurt Hotel & Towers, one of largest first class business hotels in Europe with 54 meeting rooms and 1,008 guest rooms, is very pleased to host the Future Leaders cocktail reception.

The investment in the leaders of tomorrow has always been a key area for the Sheraton Frankfurt Hotel & Towers. The development of the hotel managers of tomorrow is supported with much engagement and enthusiasm.

An enjoyable evening to be had by all:

- **Drinks and snacks will be available**
- **Networking with other students and Future Leaders Network ex students**
- **A Vita Futura Trainee will introduce the Sheraton Frankfurt Hotel & Towers**

Vita Futura is the development programme for young leaders from Starwood Hotels & Resorts Europe. The Sheraton Frankfurt Hotel & Towers is one of the leading conference and meeting properties of Starwood in Europe. All these properties support the programme and offer the Vita Futura Trainee programme. The training programme lasts 18 months and students have the opportunity to develop their future skills while working. Due to the strong engagement of the Sheraton Frankfurt Hotel & Towers, there are many students participating in the programme. Application forms will be available.

- **A short site visit of the hotel will be offered**
- **Bus transfers back to the Frankfurt main train station where students can enjoy the city of Frankfurt for the evening or make their way back to their hotels/hostels**

THURSDAY 27 MAY

All roundtable discussions, presentation of findings and voting on the Forum Challenge will use Infowhyse GmbH.

TIME: 08.30 – 08.50
ROOM: Seminar Room Hall 9.2
Registration in foyer located outside the seminar room
Coffee and tea will be served on arrival, however, please ensure that you have had breakfast as this will not be provided.

TIME: 8.50 – 09.00
Energiser – by Inner Sense, brought to you by IMEX and MCI

TIME: 09.00 – 09.30
TITLE: Welcome and introduction – Dale Hudson, Head of Project Development, IMEX Group and Tom Hulton, Director of International Relations, IMEX Group
The Forum will be moderated by Tom Hulton

THANK YOU: to Tina Groth, Area Director of Sales & Marketing, Central Germany, Starwood Hotels Central Germany & Sascha Konter, General Manager of the Sheraton Frankfurt Hotel & Towers

TITLE: **The real benefits of attending the Future Leaders Forum**
SPEAKER: Tom Hulton, Director of International Relations, IMEX Group

TIME: 09.30 – 10.30
TITLE: **Recruiting top talent - What makes you stand out against the crowd?**
SPEAKER: 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 Chandarana, one of the most respected HR experts in the industry, will provide you with invaluable information.

TIME: 10.30 – 11.15
TITLE: **Trends in the meetings industry – where are we going?**
SPEAKER: Jurriaen Sleijster, Executive Vice President, MCI, HQ Office

Synopsis

Forum delegates have already been asked what specific topic they would like to discuss. Overwhelmingly, the title above was chosen. Jurriaen will draw on his many years of experience in the industry, provide guidance and information and lead the open discussion on this up to the minute, topical and important issue.

TIME: 11.15 – 12.30
Visit IMEX – a task will be set by Jurriaen Sleijster which will be discussed when returning to the Forum

TIME: 12.30 – 13.10
Lunch – Room Dialog 9.2

TIME: 13.10 – 13.15
Energiser – by Inner Sense, brought to you by IMEX and MCI

TIME: 13.15 – 13.30
Feedback on show visit

TIME: 13.30 – 13.40
Introduction of:

- Ray Bloom, Chairman, IMEX Group
- Junior Tauvaa, Vice President of Member Care and Chapter Business Management, MPI

TIME: 13.40 – 13.50
TITLE: **Winner of AACB's 2010 Vin Barron IMEX Prize**
The challenges facing a destination promoting itself for business events in the next decade

Speaker: Deborah Lonne, Coordinator, Brisbane Marketing

Synopsis

In order to perform their role successfully, it is critical for convention bureaux to anticipate and respond to the challenges presented by the next decade. This presentation will examine four of these key issues being advancing technology, corporate social responsibility, increasing global competition and subvention, and explore ways in which to overcome these challenges.

TIME: 13.50 – 14.45
TITLE: **The green agenda**
SPEAKER: Amy Spatrisano, CMP, Principal, MeetGreen, President, Green Meeting Industry Council

Synopsis

Do you know the difference between recycled and post-consumer products? What are the top considerations a meeting and event planner needs to consider making their event sustainable and environmentally-friendly? Hear from our industry's top expert on the latest trends, issues, and challenges in green meetings and events.

Learning outcomes:

- Understand the terms used in green meetings
- Take away 10 tips to get started
- Participate in discussions on how to avoid road blocks to green

TIME: 14.45 – 15.00
Coffee Break

TIME: 15.00 – 16.45
TITLE: **Communicating for results in a multicultural MICE world**
SPEAKER: Michael Gates, Group Managing Director, Richard Lewis Communications

Synopsis

Future leaders will be given 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. The presentation will include reference to Richard Lewis's cultural profiling and briefing tool, CultureActive, and the results of the online cultural profiling exercise that members of the Future Leaders Forum have had an opportunity to complete.

An interactive exercise will be set for students.

TIME: 16.45
Close and collection of certificates of participation