



IMEX-MPI Future Leaders Forum at Radisson Blu – Hótel Saga, Reykjavik, Iceland Sunnusalur

Friday 11 September 2009

09.00 - 09.30

Registration

09.30 – 09.45

Group Photograph

09.45 – 10.15

Welcome and Briefing on the Team Case Studies

The forum will be moderated by:

Tom Hulton, Director of International Relations, IMEX

10.15 – 11.00

The Art of Leadership

Paul Flackett, Managing Director, IMEX

Synopsis

Are you born a leader or can you develop those key characteristics that will make you a leader? Paul looks at these characteristics and lets you decide if you are a true leader! This fun, informative and interactive session is the perfect start to the day!

11.00 – 11.15

Coffee Break

11.15 – 12.00

The Meetings Industry – Not a Job but a Career!

Lutz Vogt, Managing Director, German Convention Bureau..

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? Lutz looks at international development and trends.

12.00 – 12.45

Airlines – A Vital Part of the Meetings Industry

Birkir Holm Gudnason, CEO Icelandair

Synopsis

It has been estimated that 20% of all airline revenues are accounted for by meeting delegates. How is the current economic crisis, especially for airlines, impacting the meetings industry? Birkir is well qualified to look at the future of airlines and tell us what airlines are doing to retain this important segment of their business.

12.45 – 13.45

Working Lunch.

Students visit round tables dedicated to different aspects/sectors of the industry eg Destination Marketing Company, Convention Visitors Bureau, Hotels, Airlines etc

13.45 – 14.30

Destination Management and the Association Market

Patrick Delaney, Managing Director, Ovation Global DMC

Synopsis

Professional destination management and the understanding of the complex world of international associations are two of the most important, challenging and rewarding aspects of the meetings industry. Who better to inform you than Patrick, who heads up one of the most successful DMC's in Europe. He will share his secrets of success and allow you to decide if this is the career for you.

14.30 – 15.15

Iceland – An Emerging Player in the Meetings Industry

Gunnar Rafn Birgisson, CEO and owner, Atlantic DMC

Synopsis

Iceland may not yet be a major player in the meetings market but creative marketing, vision and professionalism are rapidly changing this. Gunnar tells us what Iceland is doing to achieve change and how this could appeal to a future leader

15.15 – 15.30

Break

15.30 – 16.45

Case Study Presentations

Preparation and presentations from students

Students will have been put into teams at the beginning of the day. Each team will prepare and present a 10 minute case study based on a specific brief.

16.45 – 17.00

Summary of the Day's Events and Final Q & A

17.00

Close and Hand out of Certificates of Participation

Supported by:



The Icelandic Travel Industry Association