



WELCOME to the Future Leaders Forum

Supported by:



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- 10.00 Welcome**
- 10.15 Update on the Meetings Industry & Cross Cultural Understanding – Tom Hulton**
- 11.00 Coffee**
- 11.30 Leadership and Motivation – Jon Bradshaw**
- 12.15 The Green Challenge**
- 13.00 Lunch**
- 14.00 The role of the PCO – Alexander John**
- 14.45 Coffee**
- 15.00 The Convention Bureau – the inside story.
Khulood Al Marzouqi and Shannon Klein**
- 15.45 The Green Challenge**
- 16.45 Summary and Presentation of Certificates**


The Future Leaders Forum

Objectives:

- To be an integral part of the Abu Dhabi Ambassador Programme
- To inform about the meetings Industry
- To encourage Future Leaders to make the meetings industry their career
- To **connect** Future Leaders throughout their career

www.imex-frankfurt.com/future-leaders.html

The Future Leaders Forum

- 42 Future Leaders Forum have taken place all over the world since 2003.
 - Over 3,000 university/college students have attended these Forums.
 - 80% are more likely to enter the meetings industry as a result of attending an FLF
 - Many of these students have already entered into the meetings industry with excellent jobs.
- 

Your concern!

The Times – 25 Jan 2010

“Record rush for prime jobs as graduates fight for any offer!”

PricewaterhouseCoopers

Biggest private sector graduate recruiter

20,000 applications for every 1,000 jobs in 2009



Future Leaders Forum

Supported by:



The Global Face of Meetings



Vancouver



Dubai



Beijing

More than 1700 top hotel projects worldwide – complete project sheets with all data and key personnel contact details

Nearly 600 projects in Continental Europe and UK

More than 400 projects in Germany, Austria and Switzerland

Over 370 projects in North America and the Caribbean



Approx. 200 projects in the Middle East

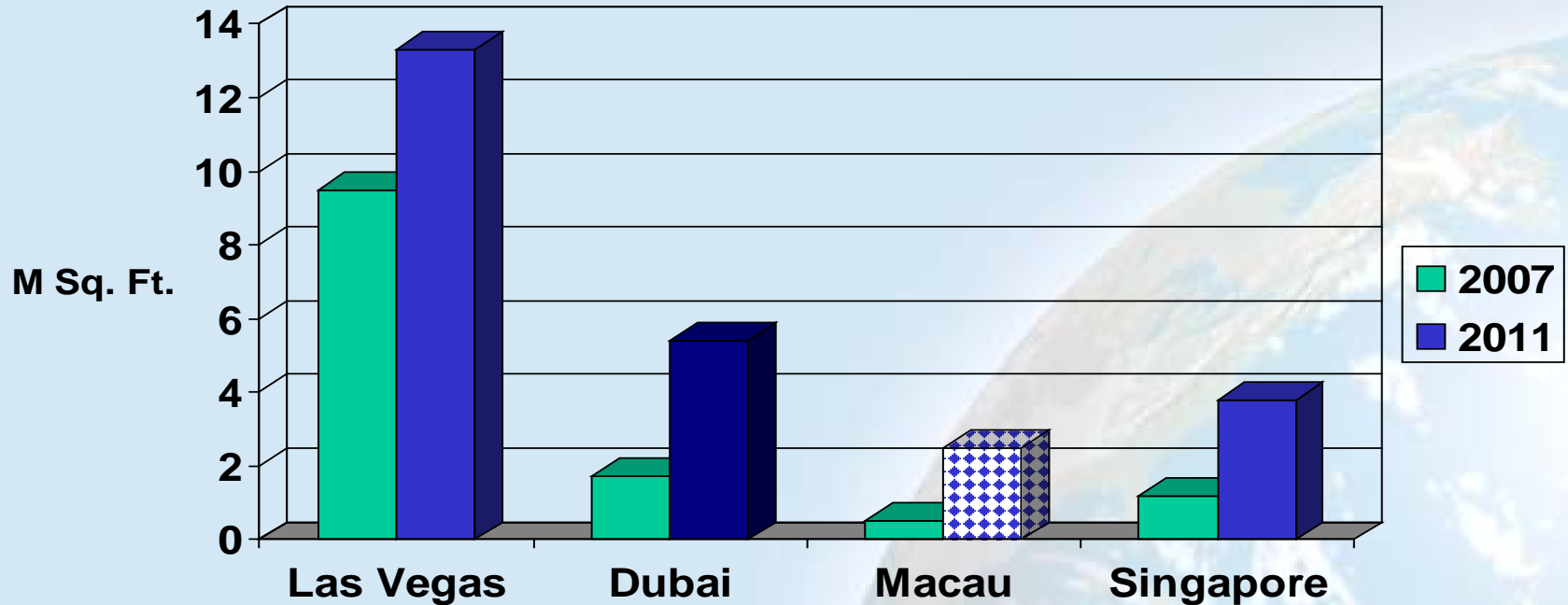
Over 400 projects in East Asia & Pacific

www.tophotelprojects.com

Every month 100 - 150 new hotel projects are added

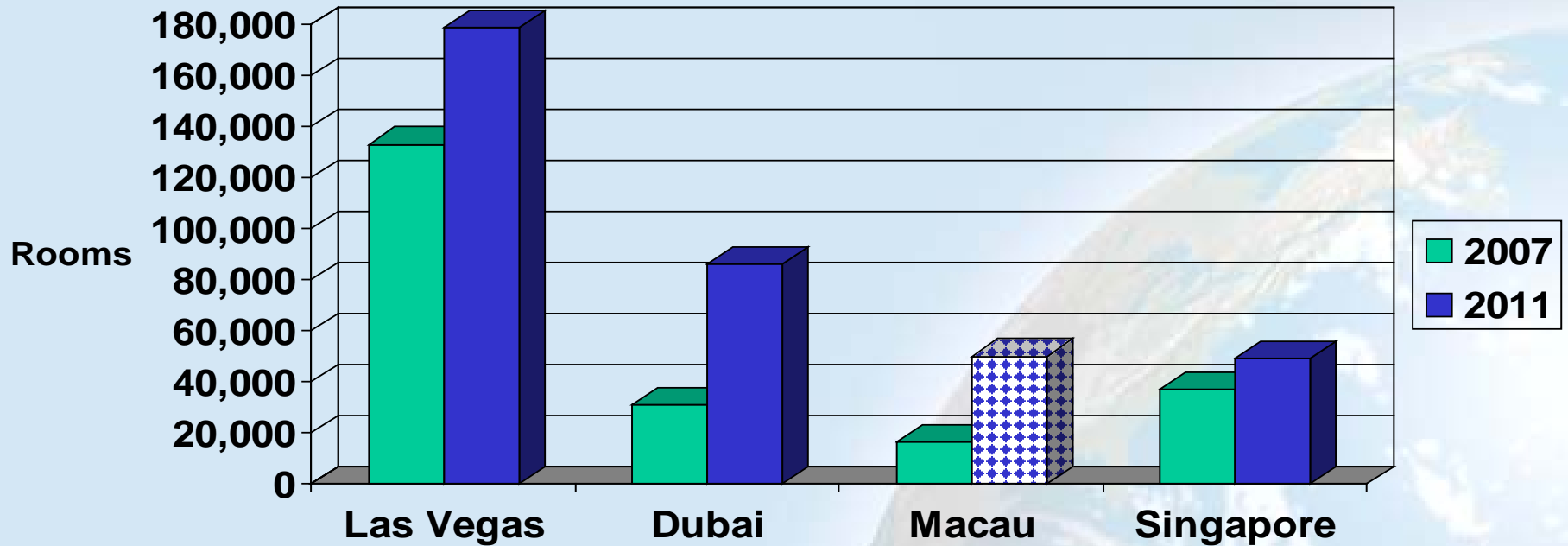
Explosion of Global Space

Meeting Space Growth



Even More Rooms ...

Hotel Room Growth



Horizon 2015

65% of world economic growth happens in emerging economies

Job creation in the hospitality sector:

3,2 million in China

1,7 million in India

300,000 in the Gulf region

100,000 in Singapore

... with 20% being in meetings & events

Emirates is two years away from becoming the largest airline in the world

½ year profits: US\$250m US\$10.9m on promotion

Watch the trends....

- **New destinations/competition**
- **March of technology**
- **Tradeshows**





Kuala Lumpur Convention Centre

- **Centre launched in 2003**
 - **Opened in 2005 with 169 events confirmed**
 - **2006 (1st calendar year) – 430 events**
 - **Surprise sector – exhibitions. 39 in 2006**
 - **Have to book one year in advance for annual banquet!**
- 



How to Stage a Spectacular Event in the Middle Kingdom

For thousands of years a civilised China saw itself as the Middle Kingdom: suspended beneath Heaven and surrounded on earth by uncivilised states.

Today you can share the heavenly delights of thousands of years of culture, history, architecture, costume and lifestyle.

Or you can partake of the more earthly pleasures of luxury accomodation, magnificent conference facilities and superb dining and banqueting arrangements.

For thousands of years China has been a seat of power and intrigue, a centre of knowledge and wisdom and the home of unique architectural monuments. What better place for your next conference?

Let the CNTO show you how they can help you organise a unique event. Call (02) 9252 9838 to obtain your copy of our conference brochures.



China National Tourist Office

Level 11, 234 George Street, Sydney 2000 Tel: 02 9252 9838 www.cnto.org.au
CNTO0022

China
DISCOVER THE GLORY

China



Reward your 'pride'

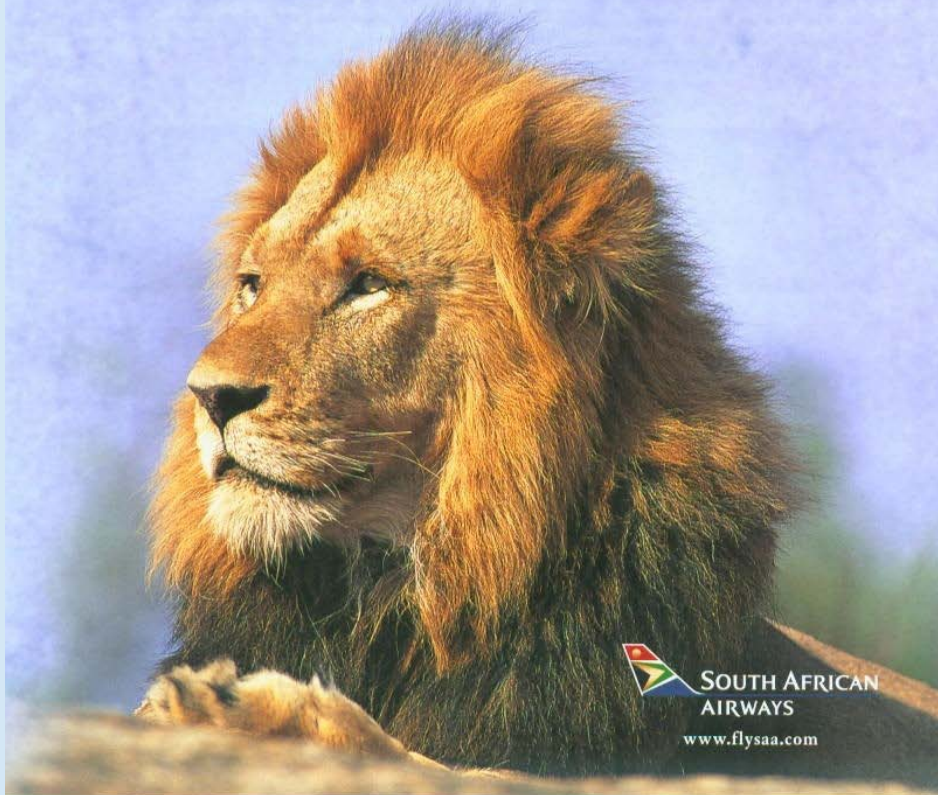
When you think about an incentive or conference destination for your 'Pride' – why not visit the land where teamwork was perfected thousands of years ago.



South Africa is a unique blend of wildlife, superb hotels and resorts with extensive conference facilities. Spectacular scenery, sophisticated and beautiful cities like Cape Town are enhanced by a very efficient transport and conference infrastructure. Inspired by some of the world's most unique corporate motivators - deserving employees from around the globe enjoy the

rewards of success while visiting Private Game Reserves or play golf on challenging courses inspired by the genius of Gary Player and Ernie Els.

So whether you are planning an overseas conference or want to give your incentive program real 'bite' – see your MICE planner and ask about our home – Africa.



 **SOUTH AFRICAN
AIRWAYS**
www.flysaa.com

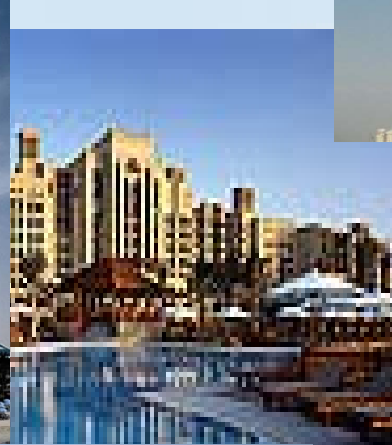
South Africa

Incredible India

www.tourismofindia.com
contactus@tourismofindia.com

India

Dubai



March of Technology

www.corbinball.com



Spotme



**Create
the
buzz!**

**Interactive
Meetings**

Tradeshows

- **Potentially providing the best business opportunities in the industry**
- **Resulting in one of the best ROI**





Quality in numbers.

- Hosted buyers: 3,412 from 57 countries
 - Total visitors: 7,600 from 97 countries
 - Total exhibitors: 3,300 from over 140 countries
- "Back to back appointments all day every day."***

Sandra Chipchase, CEO Melbourne CVB

The Meetings Industry...

- Expanding
- Dynamic
- Young
- Variety
- Prestigious
- International

and FUN!

A career to think seriously about!

Cross – Cultural Understanding a ‘MUST’ for effective business in the Meetings Industry



HSBC

The Worlds Local Bank

The more you look at the world, the more you recognise how people value things differently

What is culture?

Culture is to human beings what water is to fish.

You don't notice it until you leave it!



Culture

- **200 recognised countries or nation states**
- **Nearly 300 different cultures.**
- **Simplifying to:**
 - Geography**
 - Religion**
 - Race**
 - Professional**

The need for Categorization

- To predict a culture's behaviour
- To clarify why people did what they did
- To avoid giving offence
- To search for some kind of unity

Can Cultural Differences affect Business?



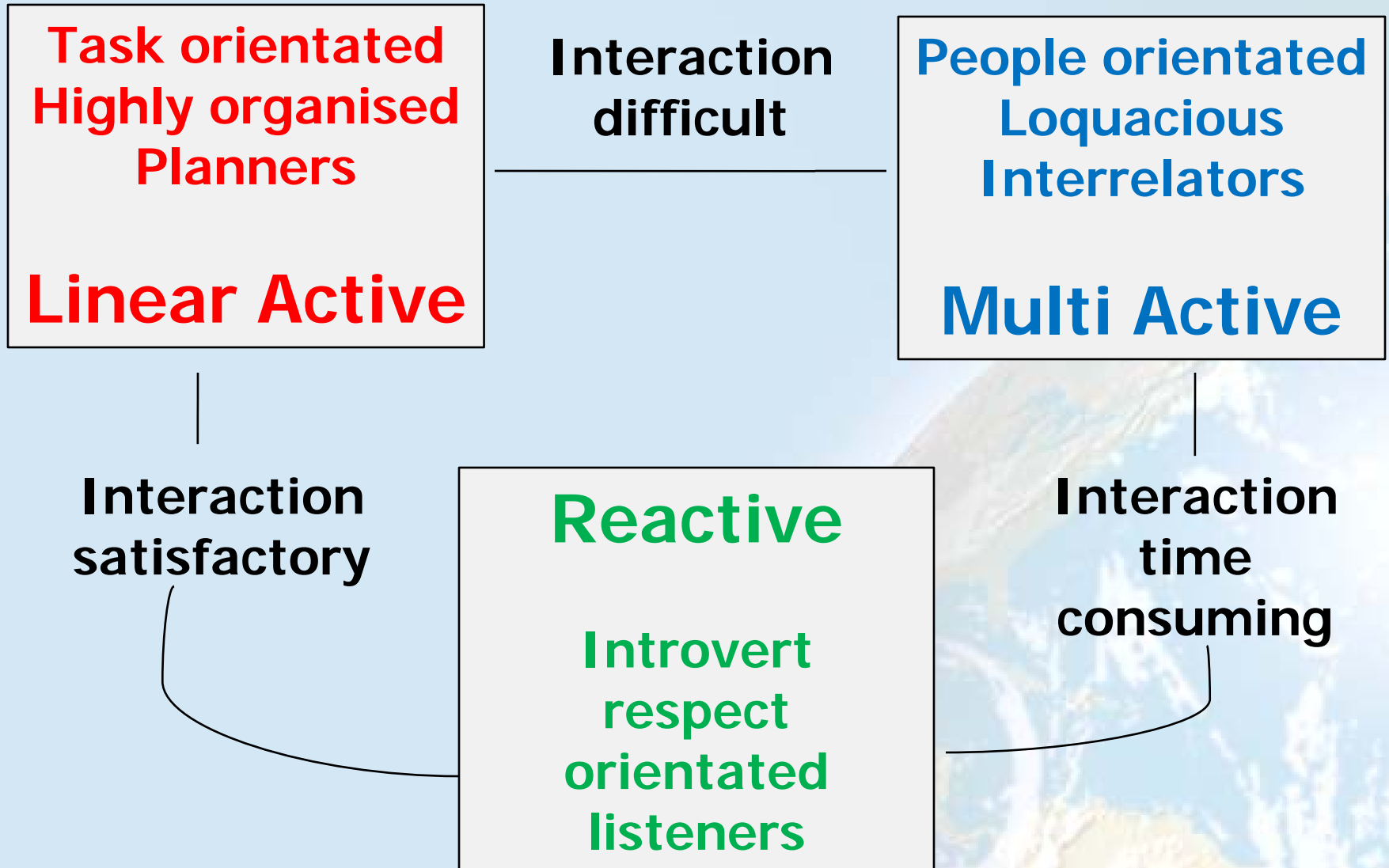
Cultural Differences CAN Affect Business

- **Most of the time, cultural differences will not be a problem in international business.**
- **Customers from other cultures know they will find cultural differences when they travel and are prepared to adjust.**
- **Many travelers would be extremely disappointed to find their destination the same as at home!**

Cultural Differences CAN Affect Business

- **Cultural clashes do happen – people ‘read’ each other wrongly.**
- **A wrong word or look can undo goodwill.**
- **So, how do cultural misunderstandings happen?**

Cultural Categories



Cultural Categories

LINEAR-ACTIVE

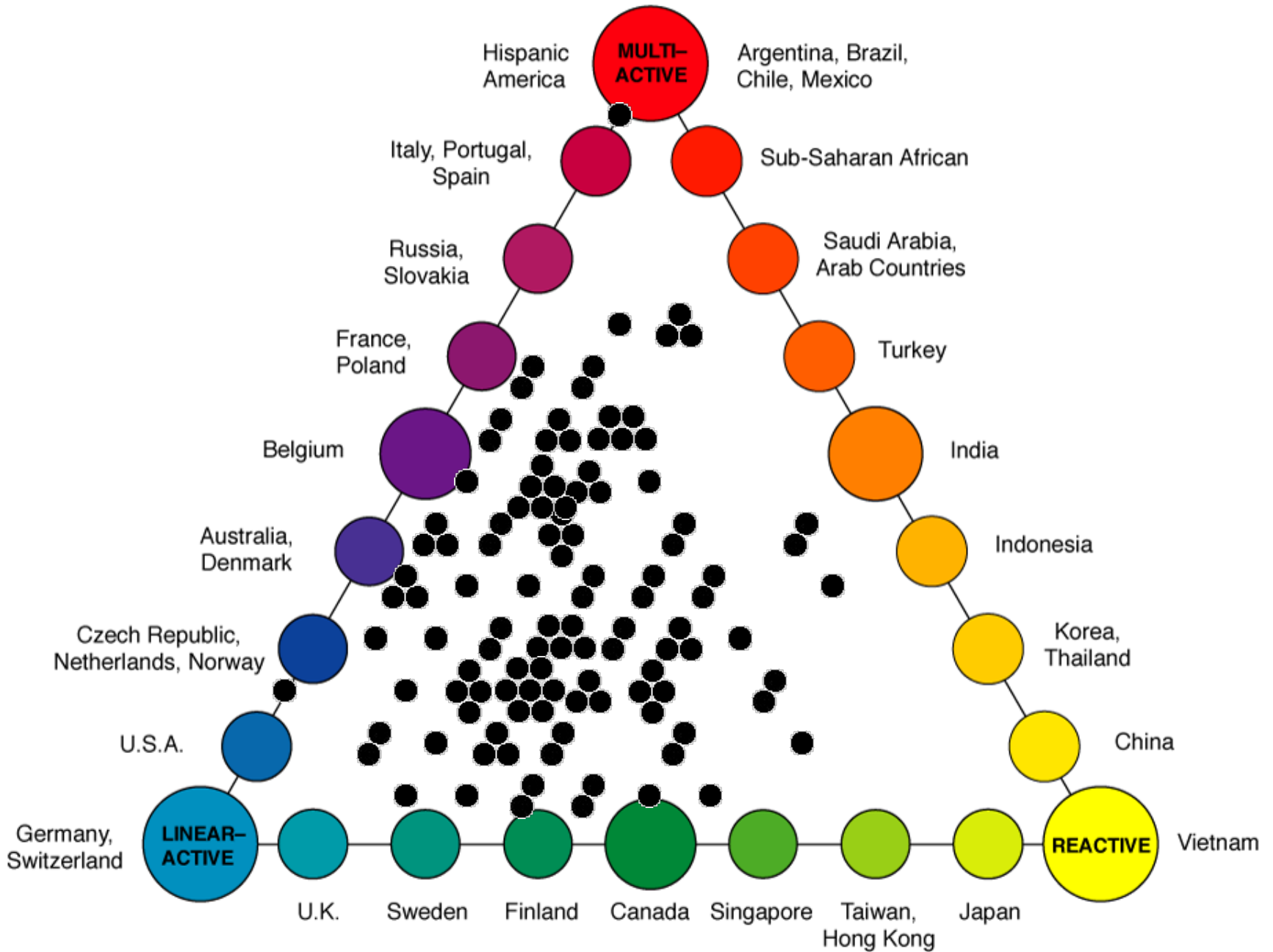
Talks half the time
Does one thing at a time
Plans ahead step by step
Polite but direct
Partly conceals feelings
Confronts with logic
Dislikes losing face
Rarely interrupts
Job-oriented
Sticks to facts
Truth before diplomacy

MULTI-ACTIVE

Talks most of the time
Does several things at once
Plans grand outline only
Emotional
Displays feelings
Confronts emotionally
Has good excuses
Often interrupts
People-oriented
Feelings before facts
Flexible truth

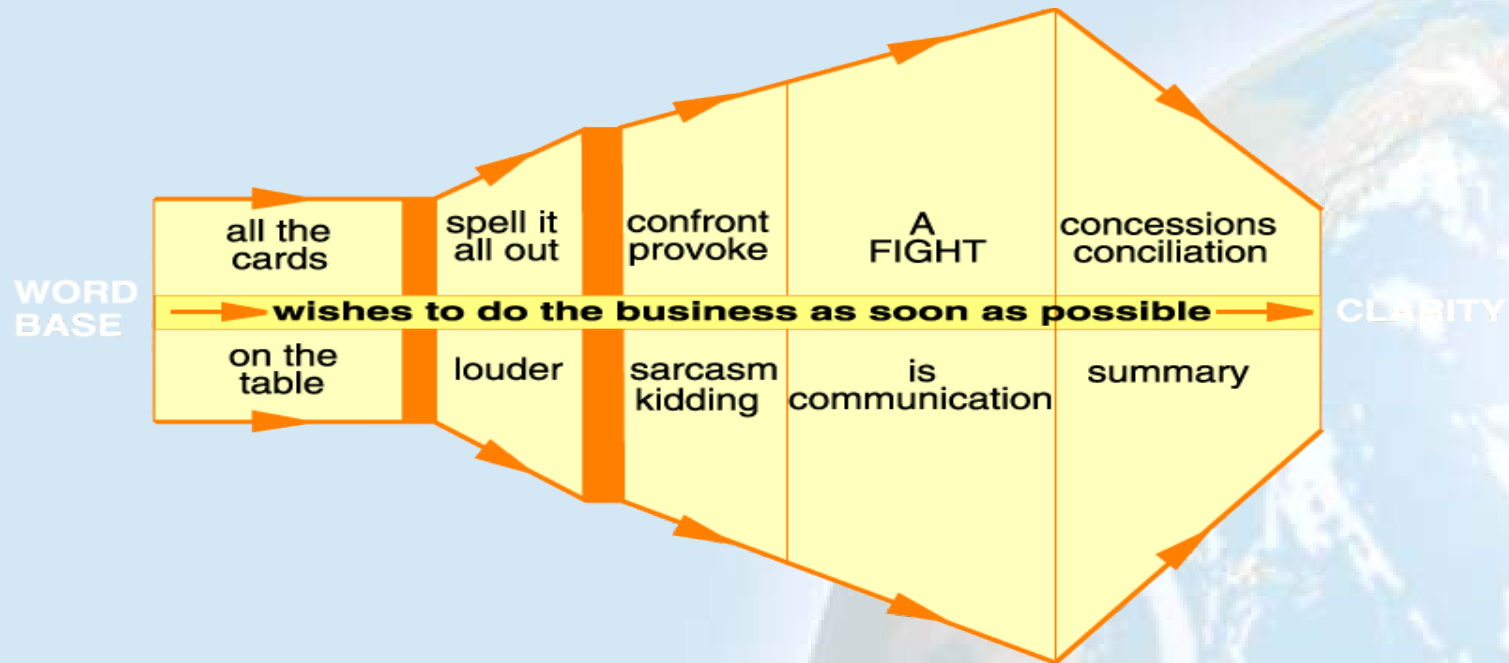
REACTIVE

Listens most of the time
Reacts to partner's action
Looks at general principles
Polite, indirect
Conceals feelings
Never confronts
Must not lose face
Doesn't interrupt
Very people-oriented
Statements are promises
Diplomacy over truth



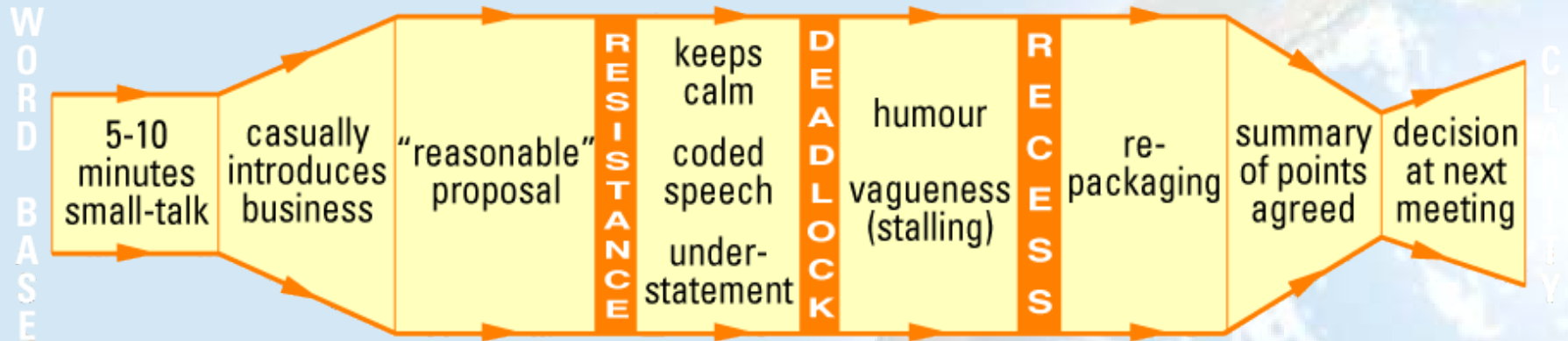
National Communication Patterns

- – USA –



National Communication Patterns

- – UK –



“ don't rock the boat ”

British Coded Speech (1)

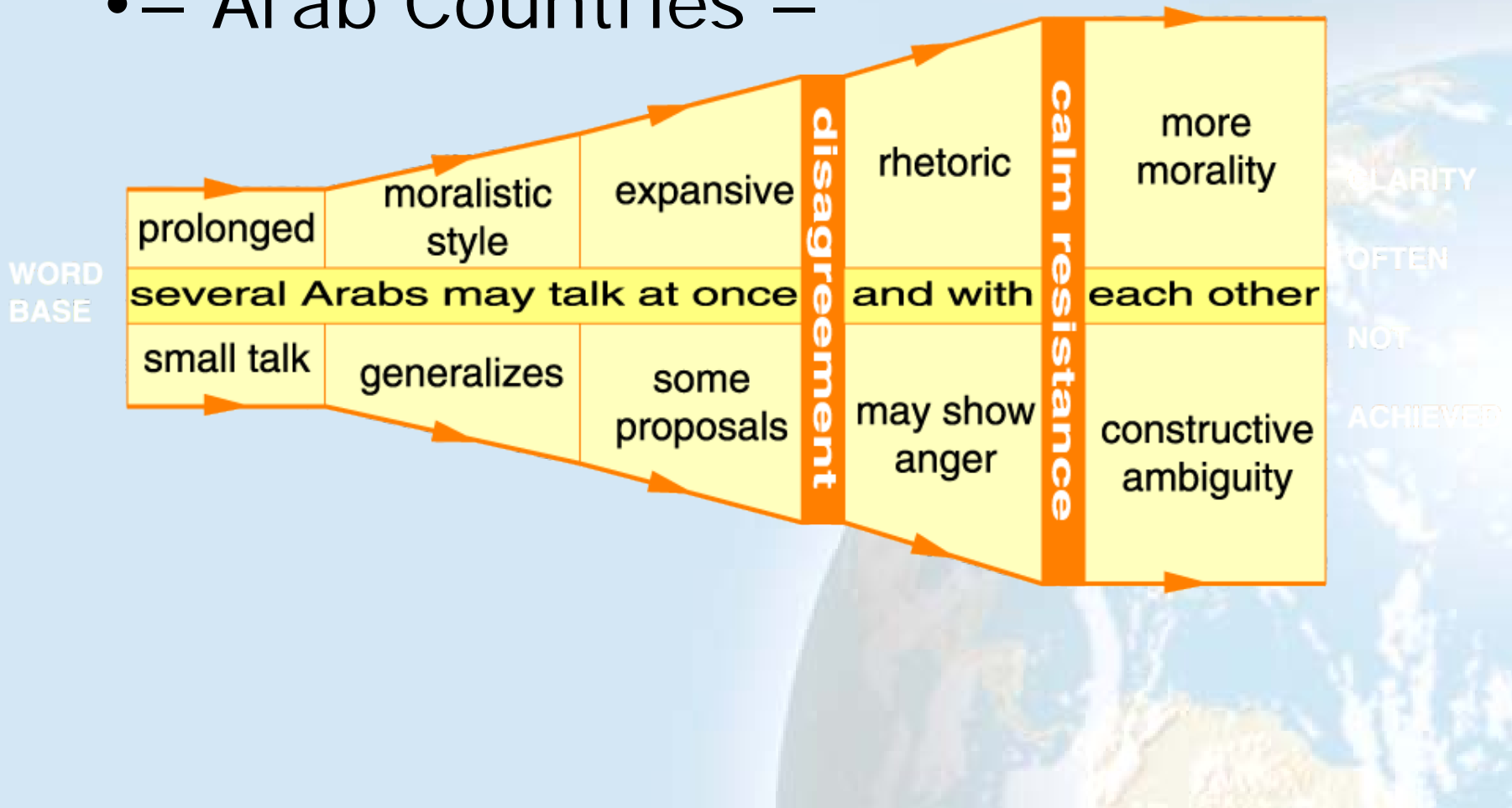
What is said	What is meant
Hm....interesting idea	What a stupid suggestion
You could say that	I wouldn't
We must have a meeting about your idea	Forget it
We shall certainly consider it	We won't do it
I'm not quite with you on that one	That is totally unacceptable
I agree, up to a point	I disagree

British Coded Speech (2)

What is said	What is meant
Remind me once more of your strategy	I wasn't listening last time
We must wait for a politically correct time to introduce this	Forget it
It has lots of future potential	It's failed
He works intuitively	He's completely disorganised
He's our best golfer	We keep him out of the office
Let me make a suggestion	This is what I've decided to do

National Communication Patterns

- – Arab Countries –



Listening Habits

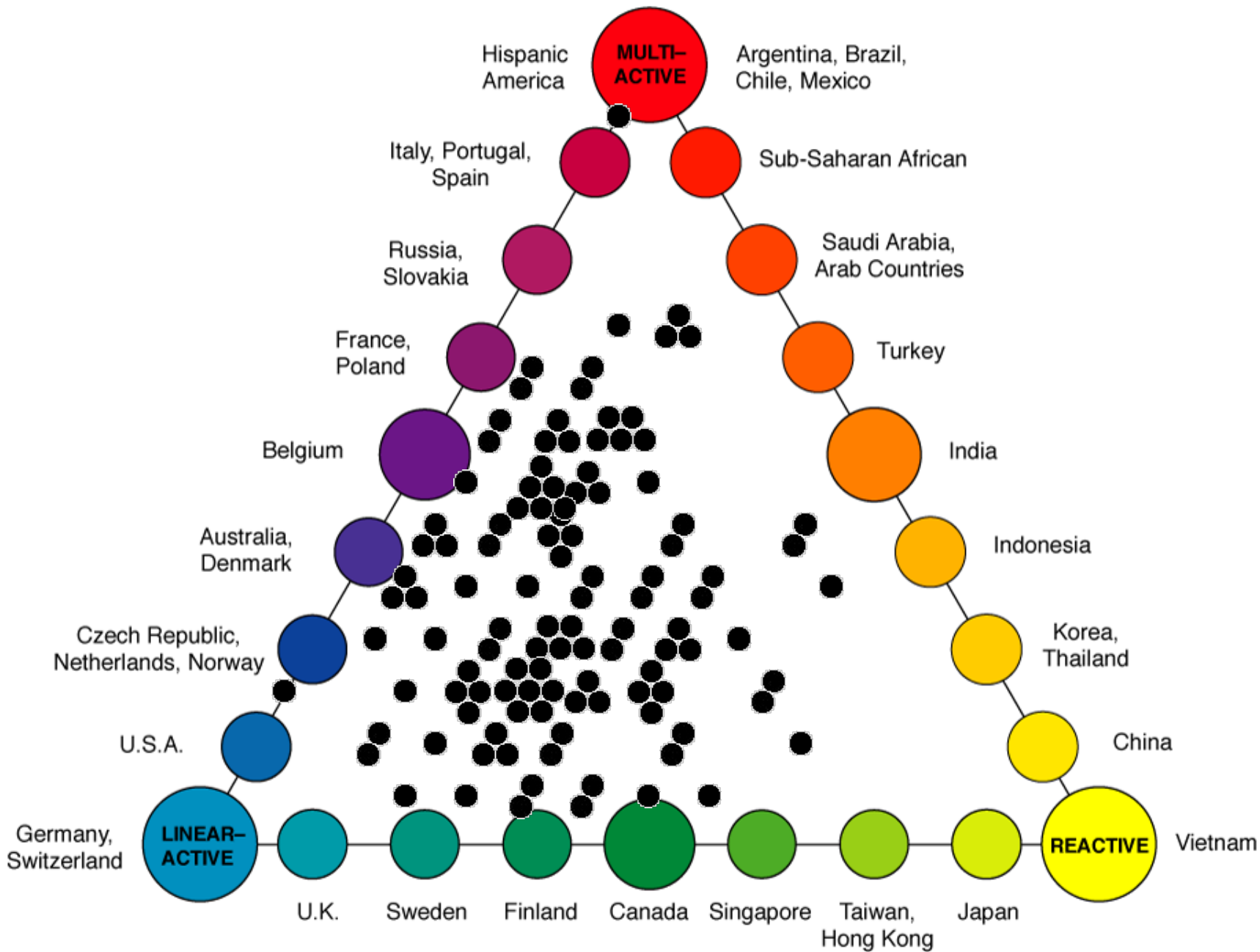
- – USA –



Listening Habits

- – Arab countries –






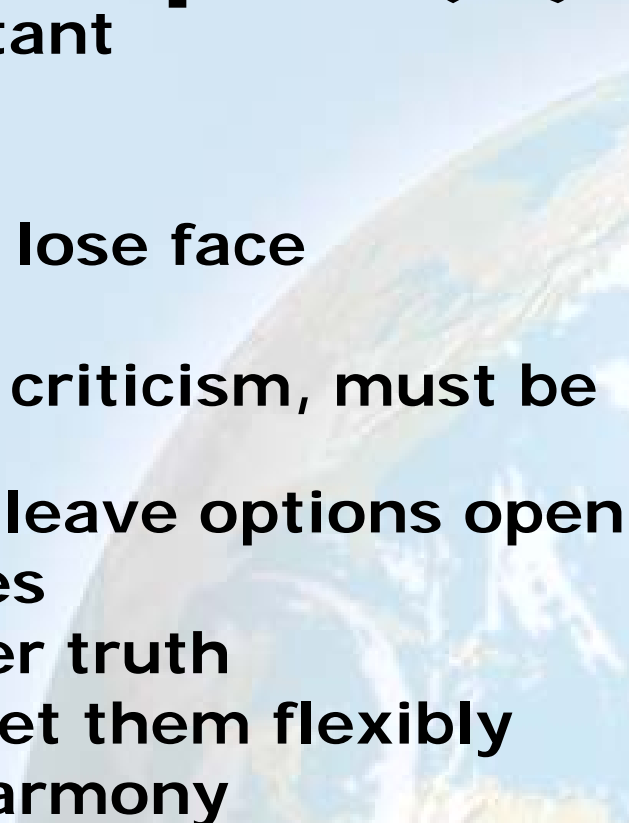
Golden Rules for Interacting with Linear-Active People (1)

- **Talk and listen in equal proportions**
- **Do one thing at a time**
- **Be polite but direct**
- **Partly conceal feelings**
- **Use logic and rationality**
- **Interrupt only rarely**
- **Stick to facts**
- **Concentrate on the deal**
- **Prioritise truth over diplomacy**
- **Follow rules, regulations, laws**
- **Speech is for information**

Golden Rules for Interacting with Multi-Active People (1)

- **Let them talk at length**
 - **Reply fully**
 - **Be prepared to do several things at once**
 - **Be prepared for several people talking at once**
 - **Display feelings and emotion**
 - **People and feelings are more important than facts**
 - **Interrupt when you like**
 - **Truth is flexible and situational**
 - **Be diplomatic rather than direct**
 - **Speech is for opinions**
 - **Be gregarious and socialising**
- 

Golden Rules for Interacting with Reactive People (1)

- Good listening is important
 - Do not interrupt
 - Do not confront
 - Do not cause anyone to lose face
 - Do not disagree openly
 - Suggestions, especially criticism, must be indirect
 - Be ambiguous, so as to leave options open
 - Statements are promises
 - Prioritise diplomacy over truth
 - Follow rules but interpret them flexibly
 - Speech is to promote harmony
- 

Richard Lewis Communications

www.crossculture.com



Future Leaders Forum

Supported by:





The Green Challenge

Supported by:





The Green Meeting Industry Council is the premier global community solely dedicated to sustainability in the meetings and events industry, not only through education but also by spearheading research, policy and standards.

www.greenmeetings.info/





The Green Challenge

- A fictitious event!
- Presentations at 15.45
- Judging on:
 - Structure
 - Timing
 - Team inclusion
 - Meeting the brief
 - Creativity

Creative/environmentally focused 1.5 day incentive programme





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