



**IMEX-MPI Future Leaders Forum
Hotel M Belgrade – Best Western
Belgrade, Serbia**

Saturday 26 September 2009

08.30 – 09.30

Registration – Hotel M Best Western , Avala room

09.30 – 09.45

Welcome and introduction to EIAT Conference

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

10.15 – 11.00

Presentation: “Meetings in Serbia and the Balkans”

Speaker: Zoran Dukanovic Editor in Chief - Travel Magazine and General Manager at Duke and Peterson Belgrade

11.00 – 11.30

Coffee Break

Avala Room at M Hotel Best Western

11.30 – 12.15

Presentation: “The Meetings Industry – Not a Job but a Career!”

Speaker: Rick Taylor, CEO The Business Tourism Company, South Africa

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? Rick looks at developments, trends and the sustainability of the meetings industry followed by an open discussion

12.15 – 13.00

Open Panel Discussion

Based on topics identified in advance by the students

13.00 – 14.00

Lunch

Taken with EIAT delegates, BW club at M Hotel Best Western

14.00 – 14.45

Presentation: "Cross – Cultural Understanding for Effective Business in the Meetings Industry"

Speaker: Tom Hulton

Synopsis

In order to be a Future Leader in the international world of meetings, understanding of the different cultures worldwide is a vital part of successful leadership. Tom will give an introduction to effective cross-cultural communication and understanding in the meetings industry and how, practically, this can give a competitive edge.

14.45 – 15.30

Presentation: "Marketing for Future Leaders"

Speaker: Joyce Dogniez – Director Global Training Practices MPI

Synopsis

Meetings and events are playing an increasingly important role in the marketing strategies adopted by associations and corporations. There is a vital role to be played in attracting these meetings to a destination and gives enormous scope to creative marketing. If a career in marketing appeals to you, then this session will open your eyes to what can be achieved.

15.30 – 15.45

Coffee Break

Avala room at M Hotel Best Western

15.45 – 16.30

Presentation: "Meetings for Generation Y"

Speaker: Rob Davidson, Senior Lecturer in Business Travel and Tourism, University of Westminster

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? Rob has been studying this exciting phenomenon and will share his findings with you.

16.30 – 17.15

The Challenge! "Creating the Perfect Event!"

Synopsis

Creativity has become one of the most important characteristics for a successful career in the meetings industry. Teams will be asked to create the perfect event and will work together during this session (and overnight, if necessary!!) to present the winning formula to a panel of distinguished judges on Sunday morning.

17.15 – 17.30

Summary of Day and Close.

Followed by Networking evening with EIAT conference delegates at Viminacium (old Roman historic site outside of Belgrade)

Sunday 27 September 2009

09.00 – 09.30

Presentation: "The Art of Leadership"

Speaker: Tom Hulton

Synopsis

Are you born a leader or can you develop those key characteristics that will make you a leader? Tom 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!

09.30 – 11.00

Final Preparation of the Creative Challenge followed by Team Presentations

11.00 – 11.15

Close and Hand out of Certificates of Participation