

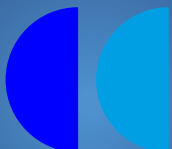


Exclusively Corporate

18.05.26 MELIA
Frankfurt City



IMEX
FRANKFURT MAY 19-21 2026



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Monday, May 18

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| <p>11:30am 12:30pm</p> | <p>Registration and networking lunch Step into your Exclusively Corporate experience and take time to meet peers joining from around the world—all with a shared passion for designing and delivering memorable, measurable events.</p> |
| <p>12:30- 12:45pm</p> | <p>You're welcome here Setting the tone for a day of conversation, shared learning and connection.</p> <p>WELCOME FROM RAY BLOOM, <i>Chairman, IMEX Group</i></p> <p>MODERATORS <i>Patrick Delaney and Padraic Gilligan, Co-Founders, SoolNua</i></p> |
| <p>12:45- 1:30pm</p> | <p>Raising the AI ambition level to create transformational events Every event professional is using AI to become more efficient—but few are using it to reimagine events for a new era. Reluctant futurist Henry Coutinho-Mason shares three unexpected provocations on how AI will transform the attendee experience and turn events into sources of strategic insight for leadership teams. Henry will also bring you into the process, using the audience's collective intelligence to uncover new opportunities live on stage.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> • 10-plus relevant AI case studies from outside the events industry • A first-hand experience of AI-accelerated innovation • Fresh insight into how AI will shape organizational strategy and culture <p>SPEAKER: <i>Henry Coutinho-Mason, Author and Speaker, Future Normal</i></p> |
| <p>1:30- 1:45pm</p> | <p>One scent, many touchpoints: Making global events feel like one brand Organizations often run dozens of events across regions and agencies. Discover how a signature scent system creates brand consistency while adapting to different venues and cultures—building a recognizable experience from country to country.</p> <p>SPEAKER: <i>Simon Faure-Field, Founder, Equal Strategy</i></p> |
| <p>1:45- 1:50pm</p> | <p>Buzz Facilitated conversations to help you test ideas, challenge thinking and shape collective intelligence.</p> |
| <p>1:50- 2:10pm</p> | <p>How DNB created #girlsinvest and got women investing When Christoffer Sapienza received a challenge instead of a brief, the result was one of Scandinavia's most influential event series. #huninvesterer (#girlsinvest) started with a channel strategy and grew into a movement. It tackled the reality that men owned 80% of private equity in Norway, and led to a live event that shifted female investment behavior and generated measurable revenue. Christoffer draws on leading global marketing thinkers to help you reconsider the role of live events in the wider marketing mix.</p> <p>SPEAKER: <i>Christoffer Sapienza, SVP Creative, DNB Bank</i></p> |

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| <p>2:10- 2:15pm</p> | <p>Buzz Facilitated conversations to help you test ideas, challenge thinking and shape collective intelligence.</p> |
| <p>2:15- 2:35pm</p> | <p>Fuel your leadership: Designing health habits that strengthen resilience, culture and retention The way you structure your nutrition and health routines affects energy, focus and team culture. Learn how shaping these routines around your values and preferences supports stronger decision-making, resilience and talent retention.</p> <p>SPEAKER: <i>Vanessa Sturman, Speaker and Health Coach</i></p> |
| <p>2:35- 3pm</p> | <p>Coffee and conversation Enjoy networking with intention (with healthy choices available)</p> |
| <p>3-3:30pm</p> | <p>Collaboration is key: Creating opportunities in an era of complexity Collaborating across organizational boundaries opens the door to diverse perspectives, resources and expertise that no single organization can bring together on its own. Equally essential is collaborating within your organization. By sharing knowledge and experiences, teams can develop fresh solutions to complex challenges—the kind no individual stakeholder could manage alone. This is especially relevant when you’re delivering complex events or managing large-scale corporate initiatives.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> • Explore the “Book of Keys”, a collection of 14 approaches to successful collaboration • Gain insights from collaboration experiences shared by ebx.lab community members • Start sharing your own collaboration stories with like-minded peers <p>SPEAKERS: <i>Geraldine Haeuser, Team Lead Events, Group Brand & Communication Germany, BNP Paribas</i> <i>Georg P. Huber, Director Central Event Management, Allianz Group</i></p> <p>MODERATORS: <i>Patrick Delaney and Padraic Gilligan, Co-Founders, SoolNua</i></p> |
| <p>3:30- 3:55pm</p> | <p>What does Gen Z actually want? (And what about everyone else?) Everyone is talking about Gen Z—but what does the data show? Padraic Gilligan and Claire Lester reveal findings from a landmark new study on how Boomers, Gen X, Millennials and Gen Z perceive and respond to incentive travel and reward strategies. With rigorous academic methodology and a large corporate sample, this research moves beyond guesswork to reveal what truly motivates today’s multigenerational workforce.</p> <p>SPEAKERS: <i>Padraic Gilligan, Co-Founder, SoolNua</i> <i>Claire Lester, Senior Design Studio Strategist, Maritz</i></p> |
| <p>3:55- 4pm</p> | <p>Buzz Facilitated conversations to help you test ideas, challenge thinking and shape collective intelligence.</p> |

Monday, May 18

4:00-
4:25pm

The science of influence: How to change behavior and build enduring relationships

Explore the neuroscience behind decision-making and the art of persuasion helping you strengthen long-term relationships with employees and clients. Pigalle Tavakkoli shares four methods to increase engagement and retention, including the Emotion Change Equation, Transformation Cycle and Levels of Engagement. A wild-card method will also be revealed. You'll enter facilitated dialogue to apply these tools to your organization, events, products and services.

SPEAKER:

Pigalle Tavakkoli, Founder and Director, School of Experience Design

4.25-
4:35pm

Buzz

Facilitated conversations to help you test ideas, challenge thinking and shape collective intelligence.

4:35-
5:20pm

From idea to impact: The stories that win

Discover how to turn your ideas into clear, persuasive stories that stakeholders support. Gain a simple, science-backed framework that helps you confidently justify investment, align stakeholders and present your vision in a way that feels strategic, credible and impossible to ignore. Enabling you to secure buy-in faster, unlock bigger budgets, and move your best event ideas from concept to standout experiences.

SPEAKER:

Richard Newman, CEO and Founder, Body Talk

5:20-
5:30pm

Looking back, looking forward

To wrap up the day, we'll reflect on lessons learned and imagine how we co-create for a fast-evolving future.

FACILITATORS:

Patrick Delaney and Padraic Gilligan, Co-Founders, SoolNua

5:30pm

Networking drinks reception at Melia Frankfurt



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