

CORPORATE FOCUS

Monday, October 6
South Pacific B,
Mandalay Bay North Convention Center
Time: 10:30am - 12:45pm and 2:30 - 4:15pm

IMEX



IMPACT 2.0

Activating our future

BY
INVITATION
ONLY

Face-to-face events are the most trusted tool for sharing information, and as a corporate event planner, you have an opportunity to shape the future. Today's event will be thought-provoking, fast-paced and interactive, each session adding depth to the tools available for designing events when the only constant is change.

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Programme of events

IMEX
LAS VEGAS OCTOBER 7-9 2025

10:30am	Registration
10:45-10:50am	Welcome Our moderator welcomes you to the day and sets the stage for what's to come. Moderator: Anthony Vade, CED, The Strategy Table
10:55-11:30 am	Engineering wonder: The art and science of magic Dive into magic, psychology and experience design to explore how wonder can be intentionally crafted—and why it's a powerful driver for business. As a magician, engineer and consultant, Ferdinando shares how the principles of magic can be used to create engaging, unexpected and memorable experiences. Learning outcomes: <ul style="list-style-type: none">⊕ Discover how the principles of magic can be applied to design awe-inspiring experiences⊕ Apply psychological techniques to captivate attention and foster deeper engagement⊕ Construct intentional experiences that evoke curiosity, delight and lasting impact Speaker: Ferdinando Buscema, Magic Experience Designer
11:30-11:40am	Speed round: Spontaneous think tank Identify what's on your mind, right now. A high-energy format to spark the challenges, the successes, and the brave new ideas you want to try. Learning outcome: <ul style="list-style-type: none">⊕ Identify your hot topics for discussion later today Facilitators: Liz Lathan, Founder and Chief Community Officer; Nicole Osibodu, Head of Fun, Club Ichi
11:40am-12:05pm	Measurement matters Your stakeholders look for ROI (return on investment). Your event participants seek ROE (return on engagement). Data is a necessary part of your story, and as the world becomes more complex, benchmarking matters more than ever. Learning outcomes: <ul style="list-style-type: none">⊕ Review data options⊕ Identify opportunities for storytelling with data⊕ Measure what matters Speakers: Liz Lathan, Founder and Chief Community Officer; Nicole Osibodu, Head of Fun, Club Ichi
12:05-12:45pm	Innovation and integration: Skift AI mini lab We're all being shown a myriad of AI options. Across the events industry we're at varying stages of integration, dictated by our appetite to embrace new tech, our organization's willingness to foster adoption and the time we have to explore the opportunities AI offers. Learning outcomes: <ul style="list-style-type: none">⊕ Explore your relationship with AI⊕ Discover tools you can harness now Facilitator: Miguel Neves, Editor-in-Chief, Skift Meetings



12:45pm	Break for lunch
1:15- 2:15pm	<p>MPI Keynote The untapped value of human connection</p> <p>Keynote: Rob Lawless</p>
2:30pm	Reconvene
2:35- 3:00pm	<p>Make it matter: Turning events into moments</p> <p>Attendees forget slide decks. They may even forget lavish meals and exclusive excursions. But they never forget the moment they realize they matter. In a world of disconnection, uncertainty and AI, events present a unique opportunity to provide the very things your attendees need more than anything—purpose, meaning and connection. Understand how you can transform organizational culture and drive measurable results by designing experiences that matter.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ⌚ Discover the Mattering Mindset™ framework for aligning sponsors, stakeholders and attendees around a shared purpose ⌚ Implement event design strategies where attendees feel valued, engaged and transformed personally and professionally ⌚ Design You Matter Moments—activations that foster genuine human connection, social good and lasting organizational impact <p>Speaker: Matthew Emerzian, CEO, Every Monday Matters</p>
3:00- 3:30pm	<p>Spontaneous think tank part two: What matters to you</p> <p>Having identified your hot topics in the morning, discuss your most pressing challenges and discover valuable solutions.</p> <p>Facilitators: Liz Lathan, Founder and Chief Community Officer; Nicole Osibodu, Head of Fun, Club Ichi</p>
3:30- 3:55pm	<p>Brave conversations: The strategic advantage of successful event planners</p> <p>Learn how to master the art of brave conversations. From budget negotiations to managing difficult stakeholders, brave conversations aren't optional; they're the key to surviving and thriving in a high-pressure planning environment. Explore real-life events scenarios and gain practical tools you can apply immediately, including setting boundaries with last-minute decision-makers, navigating "no" with grace, and leading with clarity and confidence.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ⌚ Gain real-world strategies for having clear, courageous conversations across all levels ⌚ Apply a brave language framework including quick conversation resets ⌚ Find the confidence to manage pressure without people-pleasing <p>Speaker: Sheila Vijeyarasa, Sheila V</p>
3:55- 4:15pm	<p>Closing reflections</p> <p>Recognizing there can be challenges to progress, whether you are looking to innovate processes, formats or design, what will you take away from today to move past often-hidden barriers? Reflect on lessons learned and how to apply them, cementing the knowledge gained into actions.</p>