

# Agency Experience Forum



#IMEX24



MAY 16, 2024  
HALL 9, MESSE FRANKFURT

# Agency Experience Forum Program

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Celebrate creativity, reflect on the value of purposeful immersive experiences, and discuss key challenges with your peers over three thought-filled hours on Thursday, May 16 at the Inspiration Hub at IMEX Frankfurt. Pick and choose from the sessions below, or attend all three.

HALL 9, IMEX FOREST, INSPIRATION HUB, BOOTH 9004

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## 11:00- BEST OF BEA WORLD AWARDS

**11:45pm** It takes passion, skill and vision to lead the award-winning teams that take home Bea Awards. Celebrate creativity and learn what it takes from three 2023 recipients. Hear the organizers explain how to apply, and share inspiring stories and impactful projects that define experience.

**SPEAKERS:**

**Salvatore Sagone**, Bea World

**Christian Pöhlmann**, Fischerappelt

**Bartel Van Iseghem**, meetmarcel

**Martin Osterhus**, MKTG Spain

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## 12:00- AGENCY EXPERIENCE CREATIVE FORUM

**12:45pm** Calling all creative minds to join an active data-driven discussion on the value we all deliver in designing purposeful and immersive experiences. Participate and leave revitalized with fresh thinking on why experiences matter, how to energize a creative team and have your clients reimagine the future.

**FACILITATOR:**

**Angeles Moreno**, AIM Group International and Kim Arazi, innosensi

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HALL 9, ENCORE, BOOTH 9005

## 1:00- AGENCY DIRECTORS DIALOGUE

**2:15pm** *Small peer-to-peer conversations for agencies only.*

Agency directors are invited to discuss the challenges we face today. Begin with introductions and crowd sourcing key topics and then break into private areas to discuss them. Talent, contracting and RFPs, intellectual capital protection and succession planning are all up for discussion.

**CONVERSATION FACILITATOR:**

**Angeles Moreno**, AIM Group International and Kim Arazi, innosensi

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