

# Exclusively Corporate Program



#IMEX24



13.05.24  
MELIA FRANKFURT CITY

## 11:30 WELCOME, REGISTRATION AND NETWORKING LUNCH

### 12:45 WELCOME AND INTRODUCTION

pm

**Events are a powerful force for good.** But it takes humans to deliver masterful events and to lead the teams that make the world a better place. From mastering communication to mastering your wellbeing, you'll be taken on a journey that leaves you invigorated with new ideas and tools to take back to your work.

#### MC's:

**Patrick Delaney**, Managing Partner, SoolNua

**Padraic Gilligan**, Managing Partner, SoolNua

### 12:55 JAZZTHINKING®: CREATIVE THINKING AND TEAM MANAGEMENT

1:35 pm

JazzThinking is aimed at entrepreneurs, decision-makers and managers, and teams who are open and curious about crossing professional boundaries, and who feel the need to discover new things and take unusual paths.

Using examples from the world of music and great orchestras, as well as encounters between jazz musicians and classical composers, Thilo and Bettina provide food for thought on motivating people to embrace the new. Successful changes often require only minor variations within existing building blocks for success. Silo thinking, generational conflict, and error (dis)culture's teamwork and cohesion roles are also considered.

#### SPEAKERS:

**Thilo Wolf**, Speaker/Manager, Wavehouse Entertainment

**Bettina Meske**, Speaker, Actress, Singer

### 1:35 TALKING TAKEAWAYS

pm

Take 10 and consider how you might apply what you've just been inspired by.

### 1:45 HOW TO BEAT BURNOUT AND BUILD A FOUNDATION OF SUSTAINABLE PERFORMANCE

2:20 pm

Did you know that seven in 10 people in the hospitality and event sector are on the road to burnout. Learn from Mike's fresh approach to helping people beat burnout and take ownership of their well-being and performance by mastering the dance between stress and recovery.

He'll help you reframe stress, rewire your workday and embrace a concept uncommon in the workplace: unapologetic recovery.

So much more than just well-being, Mike will help you to build the foundations of your sustainable performance

#### SPEAKER:

**Mike Ford**, Speaker, Grateful Lemon

### 2:20 TREND SPOTTING: LEADING THROUGH THE ABCS

2:55 pm

It has been quite a year! We've worked through what AI means for planning, marketing and delivering of events with varied results. We have brought teams back into offices and tens of millions to our events, all with new focus on creating belonging. We've done all this while costs have risen everywhere. Hear from these event planners Eszter, Kate and Stephanie on how they're doing it and explore what you can do too.

#### SPEAKERS:

**Eszter Mattiassich-Aszody**, Head of Global Events, Siemens Healthineers

**Kate Scully**, Head of Business Travel Operations & Provider, Howden Group Holdings

**Stephanie Dubois**, Head of Global Event Management, SAP

### 2:55 NETWORKING WITH INTENTION

pm

COFFEE AND CONVERSATION

## ICE PANEL

### BUILDING EVENT AUDIENCES IN A NOISY MARKET - STRATEGIC BRAND DIFFERENTIATION AND AUDIENCE ENGAGEMENT.

Bringing together experts to tackle the challenge of attracting conference attendees in an era where travel for events competes with the convenience of hybrid work. They'll focus on outshining your competitors and ensuring your brand captures the attention and presence of your target audience. Gain invaluable insights into strategic brand differentiation and audience engagement.

**SPEAKERS:**

**Andre Genhart**, Adesso

**Ezter Mattiassich-Aszody**, Head of Global Events, Siemens, Healthineers

**Oliver Pradelles**, Airbus

**MODERATOR:**

**Ben Geodegebuure**, Chief Global Strategy Officer, Maritz Global Events

### DESIGN FOR TRANSFORMATION: TURN EVENTS INTO UNFORGETTABLE EXPERIENCES WITH A TRANSFORMATION STRATEGY

Establishing a transformation strategy provides a crucial framework to guide the creation and design of events. It also provides a road map to turn your event into a transformative experience which connects meaningfully with people, sparks their emotions and leads to long-term impact.

Join this hands-on workshop to discover how to turn an event into a transformative experience, and how you can apply the insights learned today to devise a transformation strategy which strengthens your event design craft.

**SPEAKER:**

**Pigalle Tavakkoli**, Founder/Director, School of Experience Design



**4:15 "I" MATTER-S**

**4:45 pm**

Events are the most powerful global medium for delivering impact. Critical for communication and connection, for bringing people together for the innovation. They require our ideas to be purposeful and for our delivery to be led with intention and integrity. This requires the gathering of the right individuals and to bring a stellar team together, repeatedly, around the world. What we all do is challenging, extraordinary, and meaningful. Hear stories of impact, the challenges overcome in getting there and how to move forward with purpose in a continually turbulent world. Each of us and what we do matters.

**SPEAKERS:**

**Rosemary Koesling**, Sr. Events Manager, Global Events Strategy, Google

**Monique Richard Marine**, Sr. Director, Head of Global Travel, Meetings & Events, Cordis

**4:45 KEYNOTE: EMPOWERING LEADERSHIP BEYOND LIMITS**

**5:15 pm**

As an acclaimed expedition leader, Darren Edwards epitomizes the essence of "Empowering Leadership Beyond Limits." With a track record of leading record-breaking and world-record-setting expeditions, Darren draws from a wealth of experience navigating the most challenging terrains and circumstances.

With a unique perspective as someone with a disability, Darren has consistently defied expectations, proving that leadership knows no bounds. Through his extraordinary journey, Darren has distilled six pillars of record-breaking leadership: accountability, authenticity, courage, empathy, integrity and vision. He demonstrates how these pillars form the bedrock of exceptional leadership.

**Keynote Overview:**

Darren's journey is not just about conquering physical challenges; it's about orchestrating triumphs against the odds. In his keynote, "Empowering Leadership Beyond Limits," he shares insights gleaned from the frontlines of extraordinary achievements.

**SPEAKER:**

**Darren Edwards**, Strength through Adversity

**5:15 pm CLOSING DELTA:** Reflection and collection. What are your key takeaways? What do we need to continue the conversations on?

**This is an open forum to share your thoughts and ideas.**



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