

Exclusively Corporate Program



19.05.25
MELIA
FRANKFURT CITY
#IMEX25



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MONDAY, May 19

11:30am REGISTRATION AND NETWORKING LUNCH

FLAVORS OF CONNECTION: AN EDIBLE ICEBREAKER

Flavors of connection is a dynamic, multisensory icebreaker that transforms networking into an engaging, taste-driven experience. As you arrive for lunch, you'll be asked to choose a sticker with a flavor-themed ingredient that reflects your event style or expertise. These flavors correspond to dishes in the buffet menu, encouraging you to connect over shared tastes and discover your opposite flavor for a fresh perspective.

DESIGNERS:

Kim Arazi, Founder & Creative Director, innosensi
Pigalle Tavakkoli, Founder & Director, School of Experience Design

12:40pm WELCOME AND INTRODUCTION

Events are a powerful force for good and a key tool in an omnichannel marketing strategy. Understand how to navigate IMEX with purpose and intention, as SoolNua share their tips with you.

SPEAKERS:

Patrick Delaney, Managing Partner, SoolNua
Padraic Gilligan, Managing Partner, SoolNua

12:45 – 1:05pm BEHIND THE SCENES: DESIGNING THE EXCLUSIVELY CORPORATE MULTI-SENSORY NETWORKING LUNCH

Go behind the scenes with the creators of the Flavors of Connection multisensory networking lunch. Learn how they use food as a conversation starter to spark unexpected connections. How did they dream up the experience? Why make the meal the icebreaker? And what were the surprising conversations that unfolded around the table?

Outcomes:

- ③ Create instant and meaningful connections by engaging in structured yet organic networking, making introductions effortless and memorable
- ③ Experience the power of multisensory engagement, seeing firsthand how taste, storytelling and participation enhance connection and retention
- ③ Discover new perspectives through playful interaction. By pairing with complementary flavors, you'll explore how different approaches and personalities contribute to innovative event design

SPEAKERS:

Kim Arazi, Founder & Creative Director, innosensi
Pigalle Tavakkoli, Founder & Director, School of Experience Design

1:10 – 1:45pm ENGINEERING WONDER: THE ART AND SCIENCE OF MAGIC

Explore the intersection of magic, psychology and experience design to learn 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 applied to create engaging, unexpected and memorable experiences.

Outcomes:

- ③ Discover how the principles of magic can be applied to design awe-inspiring experiences
- ③ Apply psychological techniques to captivate attention and foster deeper engagement
- ③ Construct intentional experiences that evoke curiosity, delight and lasting impact

SPEAKER:

Ferdinando Buscema, Magic Experience Design

1:45 –
2:25pm

SOMETHING TESTED, SOMETHING TRUE, SOMETHING BORROWED, SOMETHING NEW

An exploration of both tried-and-true principles and innovative approaches in short-format case studies. Consider the balance between respecting tradition and embracing transformation as you unlock fresh perspectives and ideas to elevate your corporate events. Engage in thought-provoking dialogue with your peers, and leave inspired to prototype bold concepts grounded in intentional, evidence-based strategies.

Presented by contributors from the ebx.lab community

SPEAKERS:

- Niklas Axtmann**, Corporate Communications and Event Manager, Deutsche Börse AG
- Stefanie Kieslich**, Head of Events, F.A.Z. Business Media GmbH
- Mathias Sondermann**, Sr. Director, Ethics and Compliance Experience, SAP
- Ulrike Tondorf**, Brand Activation & Engagement Lead, Bayer AG

2:30 –
2:55pm

SUSTAINABILITY IN ACTION: AMAZON ACCELERATES' GREEN JOURNEY

Learn how Amazon partners with the Seattle Convention Center, agencies and attendees to drive innovative sustainability solutions and reduce carbon footprint at their flagship selling partner conference, Amazon Accelerate. Learn how Amazon achieved 29% waste reduction in 2024, despite welcoming 2,000 additional attendees. Understand how this collaboration amplified Amazon's environmental impact and how they integrated The Climate Pledge into programming, inspiring selling partners to join their sustainability journey.

- 🕒 Understand strategies for engaging multiple stakeholders in sustainability initiatives
- 🕒 Learn about innovative approaches to reducing environmental impact at large-scale events
- 🕒 Discuss methods for inspiring, educating and empowering partners and attendees to contribute to sustainability goals

SPEAKERS:

- Sarah Beistel**, Sustainability Lead, Seller Events Team, Amazon
- Mark Seymour**, Head of Global Seller Events, Amazon

2:55 –
3:15pm

NETWORKING WITH INTENTION COFFEE AND CONVERSATION

3:20 – 4:10pm

TIME TO CHOOSE

ELEVATE YOUR EVENT WITH STRATEGIC BRANDING: BUILD A LEGACY

Presented by ICE

In the dynamic world of events, branding goes far beyond surface-level visuals. It's about crafting a powerful, immersive identity that resonates deeply with attendees, partners and stakeholders, long after the final curtain falls. Leveraging expert insights, explore how strategic branding can transform an event into a movement with lasting influence.

Explore how strategic branding elevates events, turning them into movements with lasting influence, storytelling and consistency, examining how top-tier events harness their brand to foster unwavering loyalty and community engagement. Discover how to build an emotional connection that drives sustained advocacy and positions your event as an industry thought leader. Learn to deliver the best brand experiences that leave an indelible legacy.

PANELLISTS:

- Gareth Kelly**, Head of Marketing, Salesforce Ireland
- Eszter Mattiassich-Aszody**, Head of Global Events, Siemens Healthineers AG
- Dominic Mesch**, Head of Live Marketing & Events, DEHN

MODERATOR:

- David Caldwell**, Managing Vice President Sales, Maritz Global Events

RAPID-FIRE HOT SEAT: EVENT STRATEGY UNDER PRESSURE

Big ideas, shrinking teams and tighter budgets: Composing practical solutions

How do today's top event strategists keep delivering high-impact experiences when the pressure is on?

Expert strategists answer 20 rapid-fire questions, tackling everything from last-minute budget cuts to audience engagement hacks and crisis management disasters.

SPEAKERS:

- Ney Lins**, Co-founder, PSIU Education
- Daniela Raureanu**, Head of Events, IOHK
- Tobias Stoffels**, Head of Portfolio Marketing, Innomatics

4:15 –
4:40pm

THE EVENT PRO'S GUIDE TO NAVIGATING NIGHTMARES AND NAILING SOLUTIONS

Patrick Delaney and Padraic Gilligan present five real-life dilemmas faced by event professionals, each showcasing a common yet complex challenge: difficult suppliers, complex contracts, budget overruns and more. Engage in discussions, vote on solutions and debate the question: "Am I the problem?"

Takeaways

1. Creative problem-solving: Learn innovative strategies for navigating tricky supplier relationships and contractual negotiations.
2. Budget management: Discover tips for presenting and justifying budget overruns to senior management with confidence.
3. Communication mastery: Understand how to handle challenging stakeholders and maintain professional integrity.
4. Collaborative decision-making: Gain insights from peer-driven debates on industry dilemmas.
5. New perspectives: Leave with actionable insights and a fresh perspective on common challenges.

INSTIGATORS:

Patrick Delaney, Managing Partner, SoolNua
Padraic Gilligan, Managing Partner, SoolNua



4:45 –
5:15pm

KEYNOTE - THRIVING UNDER FIRE

The events industry is an exciting, dynamic and challenging place to operate. You need to move fast and still have an eye for detail. You work under budget pressure and retain a high quality of output. You need to be competitive but also work collaboratively. Sarah Furness, combat helicopter pilot and squadron leader shares how to thrive under fire. She'll share strategies from the frontline that work for your events role and help you to:

- ③ Identify and focus on high impact tasks to increase productivity; multiply output through collaboration not duplication
- ③ Accelerate learning and increase team trust and cohesion
- ③ Provide the very best service to your clients by working smarter not harder
- ③ Bounce back from setbacks better and stronger.

SPEAKER:

Sarah Furness, keynote speaker, former combat helicopter pilot and squadron leader

5:15 –
5:30pm

CLOSING: REFLECTION AND COLLECTION, AN OPEN FORUM TO SHARE YOUR THOUGHTS AND IDEAS

- ③ What are your key takeaways?
- ③ What do we need to continue the conversation on?

5:30pm

NETWORKING DRINKS RECEPTION AT MELIA FRANKFURT

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