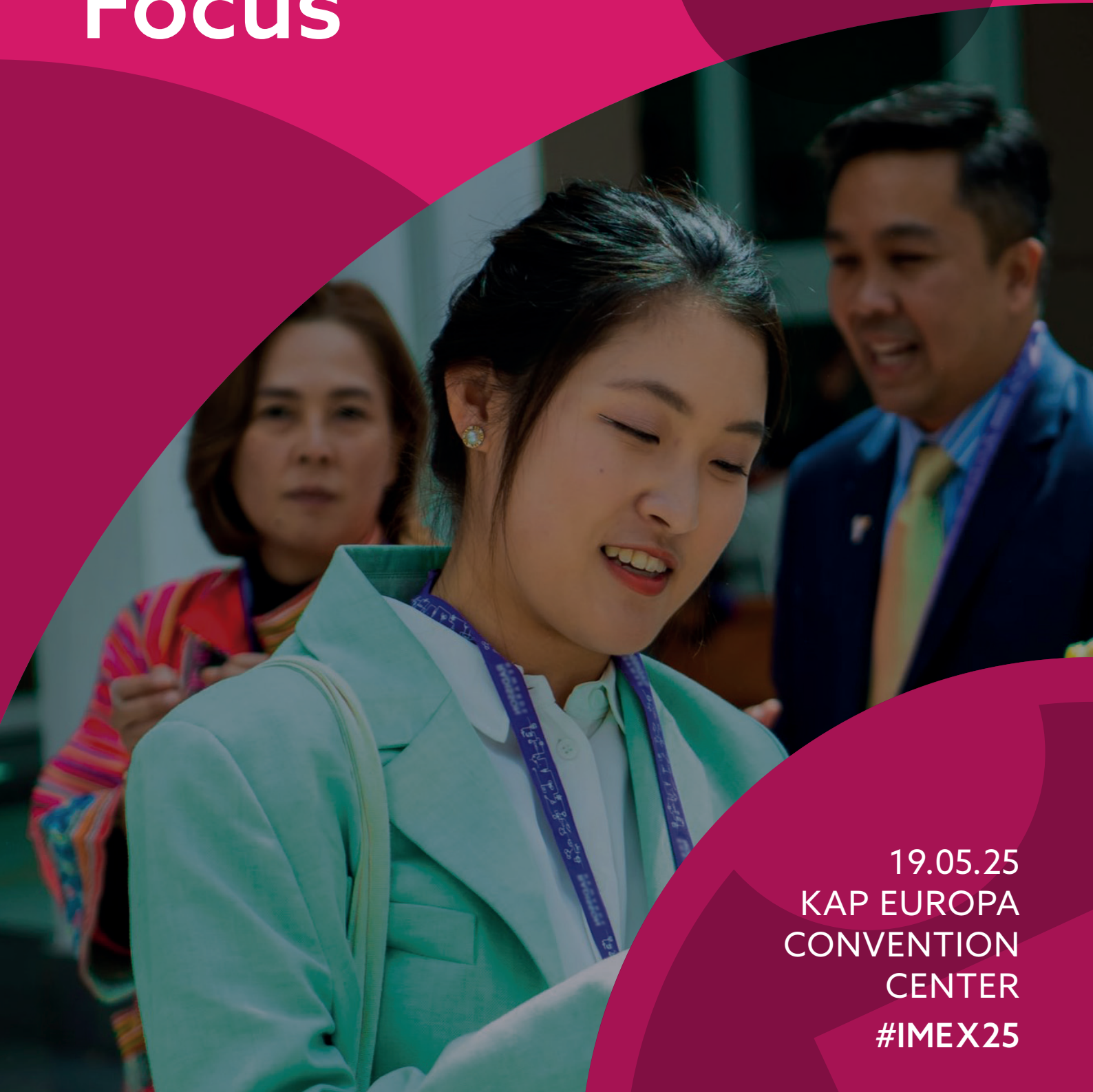


Association Focus



19.05.25
KAP EUROPA
CONVENTION
CENTER
#IMEX25

With special thanks to our partners



MONDAY, May 19		
From 11:30am	WELCOME, REGISTRATION AND NETWORKING LUNCH Come early and set your IMEX joy in motion as you reconnect with colleagues from around the globe and build new connections in this relaxed environment.	
12:50pm	WELCOME TO ASSOCIATION FOCUS The forces the world exerts need strategic thinking to move forward and power our associations. Events are a critical tool to bring these core strategies into action. Let's explore! Martin Sirk , Owner, Sirk Serendipity Laura Jewell , Senior Relationship Manager, IMEX Group Michelle Mason , CEO and President, ASAE: The Center for Association Leadership Bart Antonissen , Senior Account Manager, Amsterdam Convention Bureau by amsterdam & partners	
1:00pm	OPENING PLENARY SESSION Thriving in the AI era: Non-obvious ways to design a people-first AI strategy Cut through the hype and gain practical insights from futurist Henry Coutinho-Mason into how winning associations are using AI to create authentic, lasting value for their members, teams and audiences. Plus, Henry won't just be talking about AI but working with everyone in the audience to generate insights into the future normal—all done live and together. Intriguing...possibly? Inspiring...definitely! SPEAKER: Henry Coutinho-Mason , futurist and author	
	Association Leadership & Management Future Association Leaders...Today	Association Meetings & Events Future Association Meetings...Today!
1:45pm	CHAIR'S OPENING REMARKS Michelle Mason , CEO and President, ASAE: The Center for Association Leadership	CHAIR'S OPENING REMARKS Martin Sirk , Owner, Sirk Serendipity
1:50pm	Strategic drivers of change: Understanding the forces shaping the future of associations Strategic drivers of change: Understanding the forces shaping the future of associations. Associations constantly adapt to significant shifts driven by economic trends, workforce changes, technological advancements, and evolving member expectations. Hear a highlevel overview of the key drivers of change shaping the association landscape, drawing from ASAE's ForesightWorks research. Gain insight into the macro-environment and explore how associations can proactively position themselves for success in a rapidly evolving world. SPEAKERS: Heidi Brock , President and CEO, American Forest & Paper Association and Chair, ASAE: The Center for Association Leadership Rennie Schafer , CEO Federation of European Self Storage Associations and Self Storage Association, UK	Future-ready: Marketing and partnerships Be inspired by rapid-fire presentations on innovations and experiments to boost attendance, revenue, engagement and impact, followed by fish-bowl style discussion groups to explore these case studies in more depth, and discuss how to practically apply their ideas and insights in your own association's meetings. You will leave with ideas you can apply immediately to your marketing and business development initiatives. MODERATOR: Ksenija Polla , Director International Development, Talley Management Group SPEAKERS: Jennifer Thomsen , Executive Director, European Sleep Research Society Onur Yeniigit , CEO, European Society of Neuroradiology Bel Hanson , Director, Operations and Programs, International Society for Computational Biology Naomi Smith , Senior Communications and Marketing Manager, Congrex Omri Peled , Associate Vice President, Kenes Group Jon Bruno , Executive Director, The International Ecotourism Society Iain Bitran , Executive Director, The International Society for Professional Innovation and Management
2:45pm	NETWORKING WITH PURPOSE COFFEE BREAK	

MONDAY, May 19		
	Association Leadership & Management Future Association Leaders...Today	Association Meetings & Events Future Association Meetings...Today!
3:15pm	<p>Forging stronger alliances: Navigating partnerships in a shifting global landscape</p> <p>In an era of policy shifts across multiple countries and evolving global geopolitical dynamics, associations are rethinking their partnership and collaboration strategies. Explore the role of coalitions, the search for new alliances, and the importance of staying laser-focused on an association's mission when forming and sustaining partnerships. Examine how associations are building coalitions and how the current landscape impacts their ability to establish and uphold these relationships. Discuss the growing need for joint advocacy efforts, crisis-driven partnerships, and redefining stakeholder engagement to navigate uncertainty effectively.</p> <p>MODERATOR: Amy Hissrich, Vice President International Affairs, ASAE: The Center for Association Leadership</p> <p>SPEAKERS: Ioannis Pallis, Managing Director, European Society of Association Executives Melissa Jurcan, International President, International Live Events Association</p>	<p>Everything you want to know about the future of content</p> <p>We'll cover content curation and new content creation, channels and consumption, and how to maximize commercial value.</p> <p>Content may be king but there is so much more that associations can do to unlock maximum value from their "Crown Jewels", before, during and after meetings, using both high-tech and low-tech solutions. Our panel of provocateurs will open your eyes to multiple new ways of exploiting your content. Then you'll join small group discussions to discuss how to overcome barriers and implement these concepts at your own events.</p> <p>MODERATOR: Martin Sirk, Owner, Sirk Serendipity</p> <p>SPEAKERS: Stelios Filopolous, Managing Director, Association by Design, Lego Serious Play Debora Piovesan, Head of Events, Network for International Corporate Event Organisers Jessica Lykins, Director of Event Experience, International Legal Technology Association</p>
4:10pm	<p>Strategic leadership—navigating volatility with resilience</p> <p>In a time of rapid change and uncertainty, strong leadership is more important than ever. Explore the critical skills leaders need to cultivate to navigate disruption, foster resilience and guide their organizations with confidence. Beyond strategy and decision-making, we'll also focus on the personal side of leadership—how to maintain well-being, manage stress and lead with authenticity in an increasingly complex environment.</p> <p>MODERATOR: Michiel Gen, Partner, Stakeholder Management, Exempla Management and Consulting</p> <p>SPEAKERS: Mohamed Mezghani, President, European Society of Association Executives Michelle Mason, CEO and President, ASAE: The Center for Association Leadership Toni Brearley, CEO, Australasian Society of Association Executives</p>	<p>Meeting design and the delegate experience</p> <p>We're "walking the walk" and flipping traditional formats upside down: join a small group to kick off this session, discussing elements of your own association's meeting design that you would love to change for the better or to drag into the future, after which our panel of experts, or "agony aunts"(!) will be on hand to offer practical advice, creative solutions, parallel examples, and even some heartfelt sympathy for the challenges raised.</p> <p>An opportunity for you to significantly improve at least one important aspect of your current meetings.</p> <p>MODERATOR: Jenny Ennis, Director of Meetings and Events, International Society for Nephrology</p> <p>SPEAKERS: Cecilia Delgado-Molina, Executive Director, International Sociology Association Johanna Roodt, Head of Engagement, Communications & Events, European Association of Research Managers & Administrators Laetitia Delzenne, Senior Advisor Events Strategy, UITP - International Association of Public Transport</p>
4:55pm	<p>CHAIR'S CLOSING REMARKS Michelle Mason, CEO and President, ASAE: The Center for Association Leadership</p>	<p>CHAIR'S CLOSING REMARKS Martin Sirk, Owner, Sirk Serendipity</p>
5:30-7:30pm	<p>ASSOCIATION SOCIAL Marriott Frankfurt Hotel An evening of networking and reconnecting</p>	