



Program

IMEX-MPI-MCI Future Leaders Forum
IMEX Frankfurt 2025



Wednesday May 21, 2025
Dialog, 9.2 - Messe Frankfurt

Moderated by Kelly Truitt, Director of Sales, Terramar

10-11:15am

International University Challenge finals (*attendance optional*)

Panel of judges:

Joost de Meyer, Chairman & CEO, First Incentive Travel

Rachel Benedick, Chief Revenue Officer, Meeting Professionals International (MPI)

Avinash Chandarana, Global Learning and Development Director, MCI Group

Be inspired by the event proposals from your fellow Future Leaders.

The International University Challenge was held at four Future Leaders Forums around the world during 2024 and 2025. The finals see the regional winners come together to compete for the grand prize: a sponsored trip to either MPI's World Education Congress or the MPI European Meetings and Events Conference, as well as international publicity from the IMEX and MPI PR teams.

11:30am-12pm

Arrival and registration

12-12:30pm

Welcome to the IMEX-MPI-MCI Future Leaders Forum and Icebreaker

Ray Bloom, Chairman, IMEX Group

Rachel Benedick, Chief Revenue Officer, MPI

Avinash Chandarana, Global Learning and Development Director, MCI Group

Kelly Truitt, Director of Sales, Terramar

Hannah Lee, Knowledge and Events Senior Executive, IMEX Group

Meet the organizers behind the Forum as they help you to prepare for the day ahead and make the most of your experience. And meet your fellow Future Leaders.

12:30-1:15pm

Bridging the gaps: 30 years of insights in the business events industry

Luca Favetta, International Council Member, World Tourism Forum Institute – Global Tourism Forum

Luca shares insights from his 30-plus year journey across various sectors including venues, the corporate world, event agencies and industry associations. You'll hear about challenges faced and innovative solutions to overcome these, in addition to gaining a deeper understanding of the multi-faceted events industry.

1:15-2pm

Lunch break – Dialog, 9.2

Join your fellow Future Leaders for lunch provided by IMEX or explore the show floor.

2-2:45pm

Fast forward yourself: Step out, take risks and grow faster

Shonali Devereaux, Chief Executive, Meetings Industry Association

Charlotte Yates, Account Manager, WeIMPLEMENT

Joanna Crosby, Senior Client Services Manager, HeadBox

Alicia Christie, Events Team Lead, Reed & Mackay Events

Jessica Townsend, Associate Event Technology Manager, FIRST

Ivanira Morgado, Event Manager, FIRST

Explore the transformative power of simply doing it. Whether it's stepping outside your comfort zone, embracing something completely new, or faking it until you make it, taking action often unlocks personal and professional growth in unexpected ways.

Panelists share their personal stories of how taking risks, big or small, has propelled them forward—leading to incredible results. By being part of the FastForward15 mentoring program, they have learned the value of having an accountability buddy, who helps them stay in their stretch zone, consistently pushing them to grow faster and more confidently.

2:45-3pm

Coffee break

3-4:30pm

Roundtable session: Meet the experts

Receive first-hand industry insights, hear personal stories, discover potential career opportunities and network with the best in the business. Ask your burning questions to select industry experts.

After a short introduction to the experts, four 20-minute small-group discussion rounds will allow you to connect with four experts of your choice.

The experts:

Christina Strohschneider, Head of Vienna Office, bnetwork

Thomas Mauch, Regional Director of Europe, ICCA

Hannah Elston, Community and Events Marketing Executive, Event Leaders Exchange (ELX)

Gebert Janssen, Managing Director, Eventarchitect Group

Sophie Pink, Digital & Social Media Manager, IMEX Group

Joost de Meyer, Chairman & CEO, First Incentive Travel

Cat Kevern, Chief Marketing Officer, One World Rental; Director, Electric Cat Productions and NOWIE

Sharon Ashton, Senior Manager, Knowledge and Legacy, ICCA

Matilda Riley, Sustainability Consultant, emc3

Abby Sammons, Marketing & Partnerships Manager, Wise Productions

Ashleigh John, Marketing Event Manager, Satellite Applications Catapult

4:30pm

Closing remarks

Thursday May 22, 2025
Ocean Room, Inspiration Hub – Hall 9

If you're at the show on Thursday, you're invited to our Rising Talent program, created for those new to the world of meetings and events.

Or you can pick and choose from any of the education sessions on our Inspiration Hub. Full program available [here](#).