# TUESDAY MAY 19

## 11.00 - 11.30am EIC

### Shaping the future of business events: insights, impact and industry action

Join the Events Industry Council President & CEO Amy Calvert as she shares insights from the newly released 2026 Global Economic Significance of Business Events Study, launched on 6 May in conjunction with Global Meetings Industry Day. Amy will highlight the critical role of credible data in strengthening advocacy, informing policy and investment decisions and elevating the industry's global impact.

She'll also provide updates on EIC's ongoing advocacy and workforce development initiatives, alongside the latest progress and forthcoming refinements to the EIC Sustainable Event Standards—an essential framework guiding environmental and social impact across the industry.

**Steve Dobbins • sdobbins@eventscouncil.org • +1 323-578-2671**

## 12.00 - 12.30pm International Congress & Convention Association (ICCA)

### ICCA GlobeWatch rankings & European Events and Exhibition Industry Alliance (EEEIA)

ICCA President Marta Gomes and CEO Dr. Senthil Gopinath will present the 2025 ICCA GlobeWatch Country and City Rankings Report, share insights on evolving industry dynamics, and unveil new technology solutions that enhance bidding intelligence and data clarity for Members.

ICCA, together with representatives from EMECA and UFI, will also outline how the European Events and Exhibition Industry Alliance (EEEIA) will unite the three organizations in a new collaborative platform, strengthening the collective representation of Europe's business events and exhibition sector while demonstrating its strategic role in economic growth, innovation and international cooperation. The alliance advances advocacy through actionable policy recommendations and sustained engagement with key public stakeholders, including EU policymakers.

**Claudia Bastidas • Claudia.b@iccaworld.org • +31 62 80 87 77**

## 1.00 - 1.30pm Cvent

### Europe's top meeting venues and destinations unveiled

Be among the first to access the 2026 Cvent Top Lists, revealing Europe's most in-demand meeting destinations, hotels and venues, along with the top 10 in each region worldwide. This exclusive preview offers embargoed insights ahead of wider release, giving media a clear edge on one of the industry's most anticipated datasets. The briefing will highlight which cities and properties are rising, how buyer expectations are evolving, and the growing importance of responsiveness, trust, and sustainability in venue selection.

Attending media will receive advance access to full rankings, plus on-the-record insights and interview opportunities with Cvent experts—providing ready-to-publish stories on the direction of the meetings and events market in 2026.

**Nabil Parkar • Nabil.Parkar@cvent.com • +44 7447 056 569**

## 2.00 - 2.30pm Thailand Convention and Exhibition Bureau (TCEB)

### TCEB launches new brand "MaxiMICE Thailand"

Discover why TCEB has launched its new brand "MaxiMICE Thailand" and how it will enhance the value and quality of business events.

In response to industry challenges around return on investment and return on experience, TCEB has collaborated with stakeholders to further sharpen Thailand's offerings and value propositions to meet global business demands and help shape event success in a meaningful and impactful way.

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## 3.00 - 3.30pm Rwanda

### Rwanda on the global stage: the legacy of hosting world-class events

This press conference will highlight how Rwanda has grown into a leading destination for international meetings and events, showcasing the impact these events continue to have on the country's economy and global positioning. It will also reflect on major international events hosted in Rwanda, the strategic investments made to strengthen the sector and what makes Rwanda an ideal destination for business events.

The briefing will further spotlight Rwanda as the proud host of the ICCA Congress 2027, reinforcing its role on the global meetings and conventions stage.

**Suzanne Uwabera • suzanne.uwabera@rcb.rw • 0788 328 839 / 0794 758 829**

## 4.00 - 4.30pm SITE

### Investigating the motivational power of incentive travel across generations—new joint research from SITE & Maritz

As the global workforce continues to diversify and evolve, understanding what drives performance across generational cohorts has become increasingly urgent. While much attention has been paid to GenZ—those born between 1997 and 2012—emerging evidence suggests that motivational dynamics are shifting across all generations, not just GenZ.

This collaborative research initiative between SITE (Society for Incentive Travel Excellence) and Maritz reveals how different generations—Boomers, GenX, Millennials, and GenZ—perceive, value, and respond to various workplace reward strategies, particularly incentive travel experiences.

**Adam Baggs • adam@soolnua.com • +44 7970 507 151**

# WEDNESDAY MAY 20

## 10.00 - 10.30am Copenhagen Convention Bureau

### Copenhagen Convention Bureau launches 'Copenhagen Risk Navigator - International Strategies and Tools for Business Events'

Copenhagen Convention Bureau will launch the 'Copenhagen Risk Navigator – International Strategies and Tools for Business Events' to provide the first practical toolkit for the global value chain. New research will be presented documenting a critical paradox where high strategic risk awareness fails to translate into actual operational capability.
Attendees will receive immediate access to a new set of hands-on tools designed to replace reactive, contract-driven behavior with shared industry resilience.

**Steen Jakobsen • steen@gainingedge.com • +971 56 993 2289**

## 11.00 - 11.30am PCMA, Events Industry Council, Destination Canada, Kenes Group

### Global launch of Sustainable Event Goals: transforming events for impact

PCMA, Convene 4 Climate, Destination Canada, EIC and Kenes will endorse and launch the Sustainable Event Goals (SEGs) for the global business events community in collaboration with global partners. These goals will provide the unified vision and framework the industry has been seeking.

The SEGs are 13 interlinked goals designed to minimize negative environmental and social impacts while promoting positive economic outcomes across the entire event lifecycle. They translate the United Nations Sustainable Development Goals (SDGs) into clear, actionable, event-specific guidance for event strategists, suppliers, destinations, and partners across the global Business Events ecosystem.

**Meghan Risch • mrisch@pcma.org • +1 312-388-1174**

## 12.00 - 12.30pm IAPCO

### IAPCO quantifies geo-political impact on member network that delivers 23,000 events, plus launch of global destination campaign

IAPCO's annual membership survey reveals Accredited Members delivered approximately 23,000 conferences and meetings in 2025, representing a 19% year on year increase. New IAPCO-led research quantifies the impact of global unrest amongst the combined members of four leading organizations: IAPCO, IFES, AIPC and AMC Institute.
IAPCO will also launch a global campaign, Dear Destinations, speaking to the power of accredited PCO's influence in choosing cities to bring conferences.

**Anna-Maria Chatzidaki • anna-maria@iapco.org • +30 6981 63 65 46**

## 1.00 - 1.30pm JMIC

### Shaping the future of business events: JMIC leadership transition and net zero acceleration

This press conference will unveil the newly elected JMIC Board, including the incoming President, marking a new chapter in global industry leadership. It will also highlight key developments from the Net Zero Carbon Events initiative, including the rollout of new tools and projects designed to accelerate decarbonization across the events value chain.

Media are invited to gain first-hand insight into how the global business events industry is progressing to deliver measurable climate action and long-term impact.

**Alexander Alles • alex@themeetingsindustry.org • +32 498 47 11 53**

## 2.00 - 2.30pm Destination Canada

### Legacy & Impact Study: Destination Canada's final insights on how business events drive lasting change

Destination Canada will unveil the final results of its three-year Legacy & Impact Study, examining the long-term economic, social and environmental impacts generated by international business events held across Canada. Tracking 15 global events, the research reveals how business events can catalyze lasting benefits for sectors, communities and destinations—and provides a practical blueprint for creating sustained outcomes beyond the event itself.

Destination Canada will share the study's key findings and highlight a case study exploring the impact of the 11th International Conference on Isotopes (2023) in Saskatoon, Saskatchewan.

**Virginie De Visscher • devisscher.virginie@destinationcanada.com • +1 204-802-0920**

## 3.00 - 3.30pm GDS-Movement and JMIC

### Industry leaders launch Net Zero Carbon Events Academy: closing the climate skills gap

As the global events industry accelerates its transition toward net zero, the need for practical climate skills has become urgent. Join Global Destination Sustainability Movement (GDS-Movement) and Joint Meetings Industry Council (JMIC) for the launch of the Net Zero Carbon Events Academy.
In support of the Net Zero Carbon Events Initiative, the new global training program is designed to equip event professionals with practical knowledge and tools to measure, reduce and report carbon emissions across the event value chain.
Discover how the Academy will accelerate the adoption of net zero practices across the global events industry by equipping professionals with the skills to measure, reduce and report emissions, translate climate commitments into measurable action, and respond to increasing regulatory, corporate and market expectations for climate accountability.

**Milda Salciute • milda@gds.earth • +31 611 49 31 19**

## 4.00 - 4.30pm Penang Convention & Exhibition Bureau

### Penang Inspiring Meetings

The campaign strengthens Penang's position as a premier destination for business events while supporting the national Visit Malaysia 2026 initiative. Through "Penang Inspiring Meetings", PCEB aims to attract more business visitors, conferences, and incentive groups, showcasing Penang's vibrant offerings across both the island and mainland.

**Arvind Santhaselvan • arvind@pceb.my • +60 16-526 6470**

# THURSDAY MAY 21

## 10.00 - 10.30am The Iceberg

### The Iceberg unveils AI platform and introduces trustees and strategic partners

Join The Iceberg as it launches its new AI-powered platform, designed to make the global business events industry's evidence, case studies, and advocacy resources instantly searchable and actionable. This press conference will also introduce The Iceberg's Board of Trustees and key partners, marking an important step in its evolution into a formally constituted charitable trust with a stronger platform for global impact, knowledge, and advocacy. Media should attend to see how AI, governance, and industry collaboration are coming together to strengthen the voice of business events worldwide.

**James Latham • james@frederation.com • +44 7836 741333**

## 12.30 - 1.00pm IMEX

### IMEX Frankfurt 2026—closing press conference

IMEX Chairman Ray Bloom and CEO Carina Bauer share highlights from IMEX Frankfurt 2026. Please join us for an informal briefing followed by a Q&A.

**Emma Blake • emma.blake@imexevents.com**