

## Exclusively Corporate – 22<sup>nd</sup> May 2023

11:45	<b>REGISTRATION AND NETWORKING LUNCH</b>
13:00	<p>Chairman’s welcome and introduction</p> <p><i>Patrick Delaney, Managing Partner, SoolNua</i>  <i>Padraic Gilligan, Managing Partner, SoolNua</i></p>
13:10	<p><b>Same storm, different boats! - The essential role of mental health for a diverse and inclusive workplace</b></p> <p>Over the last couple of years, events professionals around the globe have had to adapt to new ways of working, and often under immense pressure. Everyone has different personal circumstances, so how do you create a fully inclusive team that thrives in a high-pressure industry? What steps can you take to create a sustainable workplace culture that promotes good work/life balance? Drawing on personal experience of managing a global team of 30, Eszter will discuss:</p> <ul style="list-style-type: none"> <li>• What are the most essential skills to cope and thrive as a team member, as a leader, as an individual?</li> <li>• How to be more inclusive and equal in your teams and your events</li> <li>• How to nurture a forward-looking, innovative team that walks the talk</li> </ul> <p><i>Speaker: Eszter Mattiassich-Aszody, Head of Global Events, Siemens Healthineers</i></p>
13:25	<p><b>Panel discussion: The future of corporate events</b></p> <p>After a challenging couple of years, live events are back to their peak and event professionals around the globe are busy doing what they know best. However, things have changed, people have changed, the world has changed. We might be rebuilding the industry after a pandemic, but we are also now heading into a global recession. So, what does the future hold for corporate events? Are live events on the same scale as before still sustainable in a post-pandemic world? Where do virtual and hybrid events fit into the mix? How do we cope with rising costs, shrinking budgets and greater expectations? What can we do to reduce our carbon footprint? This interactive panel session will bring together some of the most influential global brands to discuss:</p> <ul style="list-style-type: none"> <li>• What do corporate events look like in a post-pandemic world?</li> <li>• How to overcome challenges in a digital future vs live events</li> <li>• Global vs local events and the importance of making sustainable choices</li> </ul> <p><b>Panellists:</b>  <i>Amanda Whitlock, Director, Global Strategic Events and Experiences, EY</i>  <i>Ewelina Dunkley, Site Event Lead, Meta</i>  <i>Megan Henshall, Global Event Solutions, Strategic Lead, Google</i></p>

<p><b>14:05</b></p>	<p><b>Let's talk!</b>          During this time, you are encouraged to split into groups: Group 1 - Event marketing/customer facing events   Group 2 - Internal events.          This your opportunity to brainstorm with your peers and make a to-do list of priorities and goals for the future.</p> <ul style="list-style-type: none"> <li>• What are your priorities and challenges for the next year?</li> <li>• What does your future event strategy look like?</li> </ul>	
<p><b>14:30</b></p>	<p><b>Metaverse – Is this the solution of the future?</b>          We have heard so much about the metaverse, but is it the future of corporate events? What is the feedback from customers and users, and more importantly, is there sufficient ROI? Drawing on user experience, this session will cover:</p> <ul style="list-style-type: none"> <li>• Using VR for fully inclusive, and immersive live storytelling and customer journeys</li> <li>• How can the metaverse enable immersive communication across time zones?</li> <li>• Immersion, perseverance, scaling, sustainability, co-creation – endless possibilities for new formats across all areas, interactions and narratives of a corporation</li> </ul> <p><b>Speakers:</b>  <i>Sebastian Berndt, Director Commercial Operations, Alexion Pharmaceuticals Inc</i>  <i>Norwin Kandra, CEO, onliveline GmbH</i></p>	
<p><b>14:50-15:15</b></p>	<p><b>COFFEE AND NETWORKING BREAK</b></p>	
	<p><b>BREAKOUT SESSIONS</b></p>	
<p><b>15:20 - 16:10</b></p>	<p><b>Making sustainability second nature for corporate event planners</b></p> <p>Hands up who is bored, confused or has ECO anxieties about making their events more sustainable? We all know our businesses are implementing scope 1, 2 and 3 emissions targets and are looking at the big picture.</p> <p>Event planners are embracing many elements of the business ESP targets but where do you start with such a noisy space? By April 2023, The ICE Sustainability Taskforce will have met to discuss and agree the top 10 things corporate planners need to implement for their events to create more sustainable outcomes. During this interactive session, a panel of corporate planners will discuss the simple actions they will be implementing to enable sustainability to become second nature to their team and their events.</p> <p><b>Panellists:</b>  <i>Claire Melton, Executive Director, Head of Enterprise Event, S&amp;P Global</i>  <i>Yuriko Baba, Experience Marketing Manager, Schneider Electric</i>  <i>Charlotte Bygraves, Head of Events, Bain &amp; Company</i></p> <p><b>Moderated by:</b>  <i>Ben Goedegebuure, Enterprise VP, Global &amp; Industry Prescence, Maritz Global Events</i></p>	<p><b>Experience Design workshop</b></p> <p>What should your events look like in the future? How can you design and create engaging, effective events that meet your organisation's objectives? How can you truly create memorable and meaningful events for your participants?</p> <p>This interactive session will focus on a range of techniques and insights to influence participant behaviour and obtain a better "return on objectives" for your meetings and events. It will focus on:</p> <ul style="list-style-type: none"> <li>• Creative methodologies to improve meetings and events programmes and how to do this on a limited budget</li> <li>• Overcoming resistance from internal and external stakeholders</li> <li>• Speakers or something else?</li> </ul> <p><b>Speaker:</b>  <i>Mike Van Der Vijver, Meeting Designer, Co-founder MindMeeting</i></p>

16:15	<p><b>Sustainability - From global strategy to local implementation</b></p> <p>Sustainability has become a strategic driver that comes from above, and as events professionals we are under more pressure than ever to measure and demonstrate sustainable impact and performance of our events. Sustainability is no longer something we just talk about - it is time to take decisive and practical action on a global and local scale. This session will cover:</p> <ul style="list-style-type: none"> <li>• How do environmentally responsible events fit into the wider corporate sustainability strategy?</li> <li>• How to embed global corporate strategy in your local and regional event operations</li> <li>• The importance of imbedding sustainability into your negotiations with suppliers and partners</li> </ul> <p><b>Speakers:</b>  <i>Mathias Sondermann, Head of Global Events CoE, SAP</i>  <i>Jenny Bittmann, Event Manager, SAP</i></p>
16:35	<p><b>The tale of two titans - The evolution of event strategy and experience design</b></p> <p>The power of events in connecting people has never been clearer, however what should your events look like? What is the place for digital events in a post-pandemic world? Are digital events an extension of physical events, or they of greater strategic importance to reach a boundless audience? In this session we invite two corporate power houses to share their differing approaches towards the evolution of global events.</p> <ul style="list-style-type: none"> <li>• Physical vs digital – can digital connections ever truly replace human connections and unforgettable live experiences?</li> <li>• Is it possible to fully integrate and engage live and digital audiences globally with innovative experiences?</li> <li>• Beyond content, how to create the wow factor and make events more interactive in a physical and digital world</li> </ul> <p><b>Panellists:</b>  <i>Bob Bejan, Corporate Vice President, Global Events, Microsoft</i>  <i>Charlotte Pedersen, Senior Director, Strategic Events, Dreamforce, Salesforce</i></p> <p><b>Moderated by:</b>  <i>Nicola Kastner, Founder, The Event Strategist</i></p>
17:15	<p><b>Summary and discussion session – “Empty” panel discussion</b></p> <p>During this session delegates will be invited to become panellists and share their learnings with the room.</p>
	<p><b>Networking drinks reception</b></p>