



Agency Directors Forum

22 May 2023
11.45 – 18.30

Melia Frankfurt City

Programme outline

This programme is intended for owners and/or executive management of mid-sized meeting agencies. It provides an opportunity to discuss business issues – not event management issues – with others that have or are experiencing similar situations. You'll have an opportunity for in-depth discussion on topics which have been identified by agency owners/managers as being of great interest and importance.

This will be a highly interactive programme, with everyone sharing and contributing. We ask that those participating commit to join us for the entire programme, rather than popping in and out, so that you get the maximum benefit from the full discussion and so that we have a minimum of distraction throughout the day.

11.45 – 12.30	Registration and lunch	Sky Bar & Terrace 15th Floor
12.45 – 17.30	Agency Directors Forum Programme Discussion – Our People are Our Greatest Strength <ul style="list-style-type: none"> • Building great teams • Developing next level talent • Adapting to changed expectations 	Mainz & Fulda
14.15 – 14.45	Break Discussion groups – Growing your Business <ul style="list-style-type: none"> • Exploring different business models • Expanding beyond traditional channels • Leveraging competitors for mutual benefit • Funding growth Open Forum	Conference Lobby
17:30 - 18:30	Drinks Reception <ul style="list-style-type: none"> • Joining with participants from Exclusively Corporate programme 	Frankfurt 3
19:00	Site Nite – Hilton Frankfurt - Coach departs from outside Melia at 18:45	Melia