



Programme agenda

IMEX-MPI-MCI Future Leaders Forum
IMEX Frankfurt 2023



Programme agenda

Wednesday 24 May 2023

Dialog, 9.2 - Messe Frankfurt

Moderated by Naomi Hollas, Founder of [Event Grads](#)

10:00 – 10:15

Arrival & registration

10:15 – 10:45

Welcome to the IMEX-MPI-MCI Future Leaders Forum at IMEX in Frankfurt 2023

Ray Bloom, Chairman, IMEX Group

Drew Holmgreen, Chief Brand Officer, Meeting Professionals International

Avinash Chandarana, Global Learning and Development Director, MCI Group

Hannah Lee, Knowledge & Events Senior Executive, IMEX Group

Brian Allan, CEO, Rock Your Business

Meet the organisers behind the Forum and get prepared and energised for the next few days! We will also tell you more about the Future Leaders community and how to make the most out of your experience.

10:45 – 11:45

Finals of the International University Challenge

Panel of judges:

Drew Holmgreen, Chief Brand Officer, Meeting Professionals International

Dale Hudson, Knowledge & Events Director, IMEX Group

Avinash Chandarana, Global Learning and Development Director, MCI Group

Get inspired by the event proposals from your fellow Future Leaders!

The International University Challenge was held at 4 selected Future Leaders Forums around the world during the 2022-2023 cycle. In this session, the 4 regional winners will come together to compete for the grand prize: a sponsored trip to attend MPI's World Education Congress or the MPI European Meetings and Events Conference, in addition to international publicity from the IMEX and MPI PR departments.

11:45 – 12:00

Break

12:00 – 12:45

The event industry: My passion for unlimited possibilities

Doreen Richter, Coordinator Guest Events and Sustainability Management, Messe Frankfurt

Doreen is still a young professional (under 35 years old) in the events industry, although she already has more than 10 years of experience. In this session, Doreen will share why she is passionate about the events industry, what steps she has taken early on in her career, and her takeaways for Future Leaders of the next generation. She will also be on hand to answer any of your questions!

12:45 – 12:50

Quick introduction to SongDivision & Lunch activity

Sam McNeill, General Manager – UK & Europe, SongDivision

12:50 – 14:00

Lunch break – Dialog, 9.2

Join your fellow Future Leaders for lunch – catering will be provided by IMEX. You are also welcome to explore the show floor during this time!

14:00 – 14:45

A purposeful journey: Navigating the ups and downs in the event industry

Laura Caprioli, Growth Programme & Stakeholder Manager - Business Events, VisitBritain/VisitEngland

A young professional, recognised as a member of PCMA 20 in their Twenties – Class of 2023, Laura will share her story in the industry so far and her experience in a national tourist board – working with many different buyers and suppliers. In this session, you will hear about the good and bad moments that brought Laura to where she is today, and her top tips to become a future leader!

14:45 – 15:00

Coffee break

15:00 – 16:30

Roundtable session: Meet the experts

Get first-hand industry insights, hear personal stories, discover potential career opportunities and network with some of the best in the business! Ask all your burning questions to a group of specially selected industry experts.

After a short introduction to the experts involved, we will run 4 discussion rounds of 20 minutes each – so you will get to connect with 4 industry professionals of your choice in smaller groups.

Participating industry professionals:

Christina Strohschneider, Sales Manager, Associations Europe, Austria Center Vienna

Fay Sharpe, Founder, FastForward15

Dan Noyce, Senior Sales Relationship Manager, IMEX Group

Terri Breining, Principal, Breining Group Inc.

Felicia Asiedu, Senior Marketing Manager, Cvent

Malcolm Farrell-Mitchell, Senior Business Development Manager – UK & Europe, Business Events Perth

Katie Nelles, Senior Strategic Partnerships Manager, RX Global

Sam McNeill, General Manager – UK & Europe, SongDivision

Bella Shahuvaryan, Changemaker (Sustainable Tourism Consultant), Global Destination Sustainability Movement

16:30 – 16:45

Wednesday closing remarks / recap

Thursday 25 May 2023
Forest Room, Inspiration Hub – Hall 9

Moderated by Naomi Hollas, Founder of [Event Grads](#)

9:30 – 9:45

Welcome back & networking

9:45 – 10:30

Connect: The science behind effective business networking

Christopher Kai, Founder & CEO, [The Mathem Group](#)

Based on his 20 years of travelling the world and attending 1,000s of events, Inc. Magazine’s “Networking Expert” Christopher Kai shares the science behind how to effectively network and connect with the right people who will advance your career or business. What’s the perfect icebreaker? How do you stand out? What’s the best way to follow up? These topics and more will be shared based on Christopher’s global bestselling book “Big Game Hunting: Networking with Billionaires, Executives and Celebrities”.

10:30 – 11:00

Introduction to IAEE & Show floor experience orientation

Karen Gonzales, Director, [Global Business Development, International Association of Exhibitions & Events \(IAEE\)](#)

11:15 – 12:15

IMEX in Frankfurt Show floor activity

Discover the world of meetings and events! After a short introduction to the IMEX show floor, you will gather in groups to explore yourself. We will be setting an activity that you will need to report back on after lunch!

12:15 – 14:30

Show floor visit – Own time & Lunch

You can plan this time on the show floor entirely to your own preferences and interests. You can visit any exhibitors you are interested in, attend an educational session on the Inspiration Hub, catch up with exhibitors that you met earlier or just familiarise yourself with the industry.

For lunch - you can visit any of the cafes/restaurants at the Messe or visit the food court on the IMEX Frankfurt show floor. Don’t forget to use your catering vouchers towards any food/drink purchases!

14:30 – 15:00

SongDivision performance

Presentation of show floor findings & Closing remarks

Naomi Hollas, Founder, [Event Grads](#)

Sam McNeill, General Manager – UK & Europe, [SongDivision](#)

We will regroup after lunch and your show floor time to present back on your finds - we will also hear the song that SongDivision have created using your lyrics! Lastly, we will wrap up your IMEX experience and recommend on how to follow up from your experiences.