

Friday, 10/11/2017

12:00 - 23:55 **Transfers from the airport to the official and recommended hotels (click for details)**

Saturday, 11/11/2017

00:00 - 23:55 **Transfers from the airport to the official and recommended hotels (click for details)**

10:00 - 17:00

Registration

Sheikh Rashid F

12:00 - 16:00

Fashion Arena Prague Outlet Shopping Tour

Prague Congress Centre, Entrance 10

14:00 - 18:00

Business Exchange Session (for pre-registered delegates only)

Small Hall, Ground Floor

14:00 - 18:00

Prague Castle and its surroundings (guided tour) **DIY Tour in Prague**

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

14:00 - 19:00

Pilsner Urquell – Meet the legend city tour

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

15:00 - 19:00

Fashion Arena Prague Outlet Shopping Tour

Prague Congress Centre, Entrance 10

Sunday, 12/11/2017

00:00 - 13:00 **Transfers from the airport to the official and recommended hotels (click for details)**

07:15 - 08:35

Exclusive Association Relation Partners Breakfast (upon invitation only)

Bellevue Room, 24th Floor, Corinthia Hotel

08:00 - 18:00

Registration

Sheikh Rashid F

09:00 - 09:30

Accompanying Guests Welcome Gathering

Sheikh Rashid F

09:00 - 10:30

WPCOA Meeting (closed meeting)

Chamber Hall, Third Floor

Gaining Edge (closed meeting)

Club A, First Floor

09:00 - 12:00

First Time Attendees Introduction Programme

Forum Hall, Second Floor

09:00 - 12:00

Chapter Chair Meeting

Club D, First Floor

09:00 - 12:00	Simpleview (closed meeting) Club H, First Floor			
09:00 - 18:00	Braindates North Hall, Second Floor			
09:30 - 11:45	Fashion Arena Prague Outlet Shopping Tour Prague Congress Centre, Entrance 10			
10:30 - 11:00	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor			
10:30 - 12:00	Watterston Associates (closed meeting) South Hall 2B, Second Floor	Kennedy Integrated Solutions (closed meeting) Club C, First Floor	Mice Consulting (closed meeting) South Hall 1, First Floor	
10:45 - 12:00	Enited (closed meeting) Club E, First Floor			
11:00 - 11:25	Tech Bar: Twitter 101 Forum Hall Foyer 2, Second Floor			
11:00 - 16:00	Tech Bar: Headshot Lounge Forum Hall Foyer 2, Second Floor			
12:00 - 12:50	Welcome Lunch Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)			
12:50 - 13:20	Opening ceremony Congress Hall, First Floor			
13:30 - 14:30	Destination Marketing Sector Meeting Forum Hall, Second Floor	Meeting Management Sector Meeting Panorama Hall, First Floor	Meeting Support Sector Meeting South Hall 1, First Floor	
13:30 - 14:30	Transport Sector Meeting Club C, First Floor	Venues Sector Meeting South Hall 3, Third Floor		
13:30 - 16:00	Association Executives Meeting (closed meeting) Club A, First Floor			
14:30 - 14:55	Tech Bar: Master LinkedIn to Build Your Professional Brand Forum Hall Foyer 2, Second Floor			
14:30 - 15:00	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor			
15:00 - 16:00	African Chapter Meeting South Hall 2A, Second Floor	Asia Pacific Chapter Meeting South Hall 3, Third Floor	Central European Chapter Meeting Forum Hall, Second Floor	France – Benelux Chapter Meeting Chamber Hall, Third Floor
15:00 - 16:00	UK/Ireland Chapter Meeting Panorama Hall, First Floor	Scandinavian Chapter Meeting South Hall 1, First Floor	North American Chapter Meeting South Hall 2B, Second Floor	Iberian Chapter Meeting Club H, First Floor
15:00 - 16:00	Middle East Chapter Meeting Club C, First Floor	Mediterranean Chapter Meeting Club E, First Floor	Latin American Chapter Meeting Club D, First Floor	

16:00 - 16:25 **Tech Bar: Apps for Busy Event Professionals**
Forum Hall Foyer 2, Second Floor

16:00 - 16:30 **Networking Break**
Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor

16:30 - 17:45 **ICCA General Assembly**
Congress Hall, First Floor

17:45 - 18:30 **Reception for 20/30/40/50 years members (upon invitation only)**
ZOOM, First Floor

19:30 - 22:00 **Welcome Reception**
Zofin Palace

Monday, 13/11/2017

07:00 - 08:00 **ICCA Charity run**
Meeting point: Prague Congress Centre, entrance no. 2

08:30 - 17:30 **Registration**
Sheikh Rashid F

09:00 - 10:15 **Monday Morning Wake up Call**
Congress Hall, First Floor

09:00 - 18:00 **Braindates**
North Hall, Second Floor

10:15 - 10:45 **Networking Break**
Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor

10:30 - 17:00 **Tech Bar: Headshot Lounge**
Forum Hall Foyer 2, Second Floor

10:45 - 11:10 **Tech Bar: How to build and mobilise your (event) community?**
Forum Hall Foyer 2, Second Floor

10:45 - 11:30 **CONNECT: mind | body, Talk: Meeting Trends 2017; How to integrate Yoga, Mindfulness and Meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities**
Terrace II, Second Floor

10:45 - 12:00 **The big healthcare changes, trends and emerging fields - where the most dynamic growth in healthcare meetings is likely to emerge**
South Hall 3, Third Floor

10:45 - 12:00 **Association meetings from 100 to 400 attendees: "Small is beautiful"?**
South Hall 2A, Second Floor

10:45 - 12:00 **Tools for live-event crowd safety in real time – how the Trump inauguration accidentally showcased the capabilities of the latest scientific techniques**
Chamber Hall, Third Floor

10:45 - 12:00 **Disruption & new hyper-competitive environment facing international associations: dangers &**
Forum Hall, Second Floor

10:45 - 12:00 **Applied technical innovation in multi-generational business environments**
South Hall 2B, Second Floor

solutions

Panorama Hall, First Floor

Music Matters

South Hall 1, First Floor

Conversations in the Casemates (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

ICCA Association Database training

Club B, First Floor

10:45 - 12:00

11:15 - 11:45

Tech Bar: Thought Leadership Panel Discussion

Forum Hall Foyer 2, Second Floor

11:30 - 12:00

Backstage tour (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

12:15 - 13:00

President's Choice Session: Collaborative Professionalism: The next knowledge frontier

Congress Hall, First Floor

13:00 - 14:30

Lunch – sponsored by IMEX

Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)

14:30 - 15:15

CONNECT: mind | body, MEDITATION: Workshop & Campfire talk

Terrace II, Second Floor

14:30 - 16:00

Pitching Skills Masterclass

South Hall 3, Third Floor

Driving destination performance and competitiveness through sustainable inspiration

South Hall 2A, Second Floor

Design ideas for tomorrow's venues using the example of Prague Congress Centre

Panorama Hall, First Floor

Associations in the "Shark tank"

Forum Hall, Second Floor

14:30 - 16:00

Business Afterlife

South Hall 2B, Second Floor

Conversations about Healthcare Meetings

Chamber Hall, Third Floor

Value-based pricing in the meetings industry – a new strategic approach to winning business and improving your bottom line

South Hall 1, First Floor

15:15 - 15:40

Tech Bar: Dive into Customer Engagement

Forum Hall Foyer 2, Second Floor

15:15 - 17:45

Research one-on-one appointments (please book your personal appointment through the ICCA Meetings App or onsite)

Club B, First Floor

16:00 - 16:25

Tech Bar: Livestreaming Bootcamp

Forum Hall Foyer 2, Second Floor

16:00 - 16:30

Networking Break

Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor

Backstage tour (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

CONNECT: mind | body, Chair Yoga | Mindful Movement

Terrace II, Second Floor

16:00 - 17:45

Outside the box - Active meeting - Educational run (pre-registration required)

Outside the box - Active meeting - Joga (pre-registration required)

Outside the box - Active meeting - Diagnostics analysis (pre-registration

Outside the box - Sense the disabled world (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

required)
Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

16:00 - 17:45

Outside the box - Music tones by handicapped (pre-registration required)
Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

Outside the box - Intelligent autonomous robots – visions and reality (pre-registration required)
Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

Outside the box - Making disease history through precision medicine research (pre-registration required)
Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

16:30 - 17:45

ICCA "hack-a-thon": Developing a new tool to guide your personal career path
Chamber Hall, Third Floor

ICCA Service and Product Session - ROO of ICCA Membership
South Hall 2A, Second Floor

"Predatory conferences" – A serious and disturbing danger to international associations and their meetings?
Forum Hall, Second Floor

Is your business ready for GDPR and E-Privacy Regulatory changes? - The impact for the MICE sector
South Hall 2B, Second Floor

16:30 - 17:45

Collaborative thinking and the ICCA community
South Hall 1, First Floor

Business communities: the under-exploited resource in every destination
South Hall 3, Third Floor

When a humanitarian crisis hits - roles and responsibilities of the meetings industry
Panorama Hall, First Floor

17:00 - 17:30

CONNECT: mind | body, Guided Meditation
Terrace II, Second Floor

19:30 - 02:00

19:30 - 02:00 CAT Night
Forum Karlin

22:30 - 02:00

22:30 - 02:00 Transfers from CAT Night to official and recommended hotels (click for details)

Tuesday, 14/11/2017

08:30 - 17:00

Registration
Sheikh Rashid F

09:00 - 10:15

ICCA Best Marketing Award 2017
Congress Hall, First Floor

09:00 - 18:00

Braindates
North Hall, Second Floor

10:15 - 10:45

Networking Break
Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor

CONNECT: mind | body, Healthy Refreshments; Individual Wellness, Mindfulness Leadership & Yoga
Terrace II, Second Floor

10:30 - 16:00

Tech Bar: Headshot Lounge

Forum Hall Foyer 2, Second Floor

10:45 - 11:30

CONNECT: mind | body, Chair Yoga | Mindful Movement: Workshop & Campfire Talk

Terrace II, Second Floor

10:45 - 12:15

Employee attraction, engagement and retention - Your most powerful competitive edge

Chamber Hall, Third Floor

How to use games and play to increase learning, co-creation and networking

South Hall 2B, Second Floor

Strange Things - How the Association space is re-inventing itself

South Hall 1, First Floor

10:45 - 12:15

Kick Start Your Whole Brain Potential: Guinness Record Secrets that create new memory pathways to outstanding data retention & maximized productivity

Forum Hall, Second Floor

How to hack a homogenous culture and boost your business

South Hall 3, Third Floor

Good-bye traditional destination marketing – hello genuine economic engagement

Panorama Hall, First Floor

10:45 - 12:15

Event and Data Security - can you provide protection?

South Hall 2A, Second Floor

Conversations in the Casemates (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

ICCA Association Database training

Club B, First Floor

11:00 - 11:25

Tech Bar: Digitization in Event Analytics

Forum Hall Foyer 2, Second Floor

11:45-12:15

Backstage tour (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

12:15 - 13:45

Lunch

Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)

13:45 - 14:30

CONNECT: mind | body, Talk: Meeting Trends 2017; How to integrate yoga, mindfulness and meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities

Terrace II, Second Floor

13:45 - 15:00

CEO Deep Dive - Part 1 (pre-registration required)

Panorama Hall, First Floor

Destination security and risk strategies - Communicating to influence in turbulent times - Part 1

South Hall 3, Third Floor

Bridging the Culture Gap: insights and tools on how to communicate effectively across cultures

Forum Hall, Second Floor

A celebration of the "beyond tourism impact" of international association meetings Organized in association with BestCities Global Alliance

South Hall 1, First Floor

13:45 - 15:00

Future proof your event: How to innovate beyond 2017? (Part 1)

Chamber Hall, Third Floor

Play the Meeting Design Game

South Hall 2B, Second Floor

The four pillars of a global tribe

South Hall 2A, Second Floor

13:45 - 18:00

Research one-on-one appointments (please book your personal appointment through the ICCA Meetings App)

or onsite)

Club B, First Floor

14:00 - 14:25

Tech Bar: Simpleview Session

Forum Hall Foyer 2, Second Floor

15:00 - 15:25

Tech Bar: Using a Private Social Media Platform to Engage Attendees

Forum Hall Foyer 2, Second Floor

15:00 - 15:30

Networking Break

Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor

Backstage tour (pre-registration required)

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

CONNECT: mind | body, Healthy Refreshments: Individual Wellness, Mindfulness Leadership & Yoga

Terrace II, Second Floor

15:30 - 16:20

CONNECT: mind | body, Guided Meditation

Terrace II, Second Floor

15:30 - 16:45

CEO Deep Dive - Part 2 (pre-registration required)

Panorama Hall, First Floor

Destination security and risk strategies - Communicating to influence in turbulent times - Part 2

South Hall 3, Third Floor

Shared Cities: Creative Momentum – how to re-imagine cities using a true sharing economy philosophy

Forum Hall, Second Floor

Associations' role in the "new education paradigm" - Challenges, opportunities, ideas

South Hall 1, First Floor

15:30 - 16:45

Future proof your event: Practical work(shop) - Part2

Chamber Hall, Third Floor

Glocalities - why and how market research is going through revolutionary changes

South Hall 2B, Second Floor

Digital or die. And ** is digital ?**

South Hall 2A, Second Floor

15:45 - 16:10

Tech Bar: Your Visual Marketing Toolkit

Forum Hall Foyer 2, Second Floor

17:00 - 18:00

Ungerboeck (closed meeting)

Club H, First Floor

Best Cities (closed meeting)

Club D, First Floor

19:00

Transfers from the official and recommended hotels to Farewell Dinner (click for details)

19:15 - 02:00

19:15 - 02:00 Farewell Dinner

Industrial Palace

22:30 - 02:00

22:30 - 02:00 Transfers from Farewell Dinner to official and recommended hotels (click for details)

Wednesday, 15/11/2017

00:00 - 23:55

Transfers from the official/recommended hotels to the airport (click for details)

08:30 - 14:30

Registration

Sheikh Rashid F

09:00 - 10:00	The Copenhagen Denmark Lecture Congress Hall, First Floor			
09:00 - 14:30	Braindates North Hall, Second Floor			
09:00 - 16:00	Transfers from the Prague Congress Centre to the airport (click for details)			
10:00 - 10:25	Tech Bar: The Email Marketing Handbook Forum Hall Foyer 2, Second Floor			
10:00 - 10:30	Networking Break Forum Hall Foyer 2, Second Floor & Forum Hall Foyer 1, First Floor	CONNECT: mind body; Guided Meditation in Public - Dare To Explore Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor		
10:00 - 11:30	Tech Bar: Headshot Lounge Forum Hall Foyer 2, Second Floor			
10:30 - 10:55	Tech Bar: Deep Dive into Event Technology Forum Hall Foyer 2, Second Floor			
10:30 - 11:15	CONNECT: mind body, Talk: Meeting Trends 2017; How to integrate yoga, mindfulness and meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities Terrace II, Second Floor			
10:30 - 11:45	One bid, every Perspective South Hall 3, Third Floor	"The future belongs to us!" - Millennials set the ICCA Congress agenda South Hall 1, First Floor	EXPO 2020 - Planning for a legacy Chamber Hall, Third Floor	7x7 Great Ideas - curated business inspiration from around the ICCA community South Hall 2B, Second Floor
10:30 - 11:45	How can international association meetings become more innovative? Panorama Hall, First Floor	Conversations in the Casemates (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	ICCA Association Database training Club B, First Floor	The Disruptive Art Of Leadership Forum Hall, Second Floor
11:15 - 11:45	Backstage tour (pre-registration required) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor			
12:00 - 13:00	Closing Session Congress Hall, First Floor			
13:00 - 14:30	Next Destination Lunch Congress Hall Foyer 2A, 2B, 2C (Second Floor) Congress Hall Foyer 3A, 3B (Third Floor)			
14:00 - 18:00	Prague Castle and its surroundings (guided tour) Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor	DIY Tour in Prague	Fashion Arena Prague Outlet Shopping Tour Prague Congress Centre, Entrance 10	

14:00 - 19:00

Pilsner Urquell – Meet the legend city tour

Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor

15:00 - 19:00

Fashion Arena Prague Outlet Shopping Tour

Prague Congress Centre, Entrance 10

Thursday, 16/11/2017

00:00 - 23:55

Transfers from the official/recommended hotels to the airport ([click for details](#))