

09/11/2018

00:00 - 23:55

10/11/2018

00:00 - 23:55

09:00 - 18:00

10:00 - 17:00

13:00 - 17:00

15:00 - 18:00

11/11/2018

08:00 - 18:00

09:00 - 09:30

09:00 - 12:00

09:00 - 12:00

09:00 - 17:00

09:00 - 18:00

10:00 - 17:00

10:00 - 10:25

10:30 - 11:00

10:40 - 11:00

First Time Attendees Introduction Programme
Sheikh Rashid A+B, Ground floor

11:15 - 11:45

12:00 - 13:00

13:00 - 14:00

14:00 - 15:00

**Destination Marketing
Sector Meeting**

Sheikh Rashid A+B, Ground
floor

**Meetings Management
Sector Meeting**

Sheikh Rashid C, Ground floor

**Meetings Support Sector
Meeting**

Abu Dhabi B, 1st floor

Venues Sector Meeting

Sheikh Rashid D, Ground floor

14:00 - 15:00

Transport Sector Meeting

Dubai A+B, 1st floor

**Association Executives
Meeting (closed meeting)**

Ras Al Khaimah, 2nd floor

14:30 - 14:55

15:10 - 15:30

15:00 - 15:30

15:30 - 16:30

African Chapter Meeting

Dubai E+F, 1st floor

**Asia Pacific Chapter
Meeting**

Sheikh Rashid D, Ground floor

**Central European Chapter
Meeting**

Sheikh Rashid A+B, Ground
floor

**France – Benelux Chapter
Meeting**

Umm Al Qwain, 2nd floor

15:30 - 16:30

Iberian Chapter Meeting

Dubai A+B, 1st floor

**Latin American Chapter
Meeting**

Dubai D, 1st floor

**Mediterranean Chapter
Meeting**

Dubai C, 1st floor

**Middle East Chapter
Meeting**

Sharjah D, 1st floor

15:30 - 16:30

**North American Chapter
Meeting**

Abu Dhabi A, 1st floor

**Scandinavian Chapter
Meeting**

Sheikh Rashid C, Ground floor

**UK/Ireland Chapter
Meeting**

Abu Dhabi B, 1st floor

16:30 - 18:45

18:45 - 19:15

19:30

20:00 - 22:30

from 22:00

12/11/2018

06:15 - 08:00

08:00 - 09:00

08:30 - 17:30

09:00 - 17:00

09:00 - 18:00

09:00 - 18:00

09:00 - 10:15

10:15 - 10:40

10:15 - 10:45

10:25 - 10:45

10:30 - 12:00

10:45 - 11:45

10:45 - 11:45

12:00 - 12:45

12:45 - 14:00

14:00 - 17:00

14:00 - 14:25

14:30 - 14:55

Data Protection: 150 Days after GDPR Sheikh Rashid C, Ground floor	How AI and automisation will change the meetings industry Sheikh Rashid D, Ground floor	Body language - I hear what you are not saying Sheikh Rashid A+B, Ground floor	Venue Trend Survey Sheikh Maktoum D, Ground floor
Translating tech-speak into human language Sheikh Maktoum C, Ground floor	Demystifying blockchain Sheikh Maktoum B, Ground floor	Expo 2020 Dubai under two years to go and the legacy it will imprint on the region Sheikh Maktoum A, Ground floor	

14:00 - 15:15	Pitching Masterclass - Part 1 Sheikh Maktoum D, Ground floor	Forensic case study of creative success in a crowded marketplace - SMACC Sheikh Rashid D, Ground floor	Faster Future - why and how companies are accelerating their plans and projects Sheikh Maktoum A, Ground floor	Meetings Mean Business Sheikh Maktoum B, Ground floor
14:00 - 15:15	Bidding - from the Core PCO's point of view Sheikh Maktoum C, Ground floor	Leveraging Neuroscience - To power individual and organisational change Sheikh Rashid A+B, Ground floor	Sustainability can't be an afterthought anymore: How can the GDS-Index help leverage your destination brand reputation and where to start? Sheikh Rashid C, Ground floor	
14:00 - 15:15				
15:15 - 15:40				
15:15 - 15:45				
15:15 - 17:30	Outside the box - Emirates Airline Crew Training Academy (pre-registration required)		Outside the box - Dubai Future Foundation (pre-registration required)	
15:45 - 17:00	Pitching Masterclass - Part 2 Sheikh Maktoum D, Ground floor	Setting up future proof centres and venues Sheikh Maktoum A, Ground floor	The ICCA Souk Market - Irresistible Arabian Secrets to Maximise Value from your Membership Sheikh Maktoum B, Ground floor	The Middle East market and the growth of business events Sheikh Maktoum C, Ground floor
15:45 - 17:00	How to attract more start-ups to grow your local economy Sheikh Rashid D, Ground floor	How to use empathy as a powerful tool Sheikh Rashid A+B, Ground floor		
16:00 - 16:30				
19:00				
19:30 - 22:30				
from 22:00				

13/11/2018

08:00 - 09:00

08:30 - 17:00

08:30 - 17:00

08:30 - 08:50

09:00 - 10:15

09:00 - 18:00

09:00 - 18:00

10:15 - 10:45

10:25 - 10:45

10:30 - 18:00

10:45 - 12:00

Synergies and lessons shared between trade shows and international associations

Sheikh Maktoum B, Ground floor

10:45 - 12:00

Innovation put into practice

Sheikh Maktoum C, Ground floor

11:00 - 11:25

12:00 - 13:30

13:30 - 15:00

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

Sheikh Rashid C, Ground floor

Shaping your attendees' experience by using 5 Senses

Sheikh Rashid D, Ground floor

Predicting the Future of Meetings: Kings versus Magicians

Sheikh Rashid D, Ground floor

#Digitisedme

Sheikh Maktoum A, Ground floor

Rock and Rule Your Reputation. Handling a Media Crisis in the Online Era

Sheikh Maktoum A, Ground

Play the meeting design game

Sheikh Maktoum C, Ground floor

13:30 - 15:00	Celebrating the "Incredible Impacts" of international association meetings organized in association with BestCities Global Alliance Sheikh Rashid A+B, Ground floor	Doing business across Cultures; how to communicate, cooperate and succeed! Sheikh Maktoum D, Ground floor	floor
13:30 - 17:00			
14:00 - 14:25			
15:00 - 15:25			
15:00 - 15:30			
15:00 - 17:15	Outside the box - Emirates Airline Crew Training Academy (pre-registration required)	Outside the box - Dubai Opera (pre-registration required)	Outside the box - Dubai Future Foundation (pre-registration required)
15:10 - 15:30			
15:30 - 17:00	CEO Deep Dive - Part 2 (pre-registration required) Sheikh Rashid C, Ground floor	The Association Expert Bazaar Sheikh Maktoum B, Ground floor	The Future Belongs To Us - Competition Sheikh Maktoum D, Ground floor
			Future Meeting Space - new requirements, new formats, new meeting areas Sheikh Rashid A+B, Ground floor
15:30 - 17:00	Winning more association congresses: how to build long lasting relationships and manage leads more efficiently Sheikh Rashid D, Ground floor		
15:45 - 16:10			
17:15 - 18:15	Town Hall meeting: discussing Association membership (members only) Sheikh Rashid E, Ground floor		
17:15 - 18:15			

18:30 - 19:15

20:00 - 23:00

from 22:00

14/11/2018

00:00 - 23:55

08:30 - 14:30

08:30 - 17:00

08:30 - 08:50

09:00 - 10:00

09:00 - 14:00

09:00 - 14:30

10:00 - 12:00

10:00 - 10:25

10:00 - 10:30

10:20 - 10:40

10:30 - 10:55

10:30 - 11:45

**Driving profits via pricing:
how psychological pricing
and value quantification
improve pricing and win
rates for PCOs**

Sheikh Maktoum C, Ground
floor

10:30 - 11:45

**Are you ready for the
future?**

**Meetings and the new
industrial revolution**
Sheikh Maktoum D, Ground
floor

**What we can learn from
astronauts**

The un-conference
Sheikh Rashid D, Ground floor

**Importance of smaller
association meetings**
Sheikh Maktoum B, Ground
floor

Sheikh Rashid A+B, Ground
floor

Sheikh Maktoum A, Ground
floor

11:30 - 11:50

12:00 - 13:00

13:00 - 14:30

13:30 - 18:30

14:30 - 18:30

15/11/208

00:00 - 23:55