

09/11/2018

00:00 - 23:55

Transfers from the airport to the official hotels

10/11/2018

00:00 - 23:55

Transfers from the airport to the official hotels

09:00 - 18:00

Expo 2020 Dubai (pre-registration required)

Meeting point: Local information & tours desk

10:00 - 17:00

Registration

Foyer in front of Sheikh Rashid

13:00 - 17:00

Optional City Tour

Meeting point: Local information & tours desk

15:00 - 18:00

Business Exchange Session (for pre-registered delegates only)

Al Multaqua Ballroom, Ground floor

11/11/2018

08:00 - 18:00

Registration

Foyer in front of Sheikh Rashid

09:00 - 09:30

Accompanying Guests Welcome Gathering

Sheikh Rashid F, Ground floor

09:00 - 12:00

VisitBritain (closed meeting)

Dubai A+B, 1st floor

Watterston Associates (closed meeting)

Dubai D, 1st floor

WPCOA (closed meeting)

Dubai C, 1st floor

GainingEdge (closed meeting)

Dubai E+F, 1st floor

09:00 - 12:00

First Time Attendees Introduction Programme

Sheikh Rashid A+B, Ground floor

Chapter Chair Meeting (closed meeting)

Fujairah A, 1st floor

09:00 - 17:00

CONNECT: mind|body lounge - Lounge opening hours

Bubble Lounge, 1st floor

09:00 - 18:00

Braindates

The Hub, Ground floor

10:00 - 17:00

Tech Pavilion Opening Hours

Sheikh Rashid F, Ground floor

10:00 - 10:25

Tech Pavilion: #EventTech: Trends & Insights for 2019

Sheikh Rashid F, Ground floor

10:30 - 11:00

Networking Break

Sheikh Rashid F & Maktoum Lobby

10:40 - 11:00	CONNECT: mind body - Wellness the new black (What is wellness, what makes it up? How can it be introduced in the workplace and events) Bubble Lounge, 1st floor			
11:15 - 11:45	CONNECT: mind body - Focus meditation for a great start into the day Bubble Lounge, 1st floor			
12:00 - 13:00	Welcome Lunch - sponsored by Bahrain Tourism & Exhibitions Authority Exhibition Hall 8, Ground floor			
13:00 - 14:00	Opening ceremony Sheikh Rashid E, Ground floor			
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	Tech Pavilion: Apps to Transform Your Events Team Sheikh Rashid F, Ground floor			
15:10 - 15:30	CONNECT: mind body - Breathing techniques to overcome jetlag and travel recovery Bubble Lounge, 1st floor			
15:00 - 15:30	Networking Break Sheikh Rashid F & Maktoum Lobby		Campfire Sessions: Youth Engagement Sheikh Rashid F, Ground floor	
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	Association Executives Meeting (closed meeting) Ras Al Khaimah, 2nd floor
16:30 - 18:45	ICCA General Assembly Sheikh Rashid E, Ground floor			
18:45 - 19:15	Longstanding member reception (upon invitation only) Sheikh Rashid F, Ground floor			
19:30	Transfers from the official hotels to Welcome Reception			
20:00 - 22:30	Welcome Reception Armani Hotel Dubai			
from 22:00	Transfers from Welcome Reception to official hotels			

12/11/2018

06:15 - 08:00	ICCA Charity Run 'N' Walk La Mer at Jumeirah Beach			
08:00 - 09:00	Dubai World Trade Centre Site Inspection (pre-registration required) Hall 8 Main Entrance			
08:30 - 17:30	Registration Foyer in front of Sheikh Rashid			
09:00 - 17:00	CONNECT: mind body lounge - Lounge opening hours Bubble Lounge, 1st floor			
09:00 - 18:00	Braindates The Hub, Ground floor			
09:00 - 18:00	Tech Pavilion Opening Hours Sheikh Rashid F, Ground floor			
09:00 - 10:15	Monday Morning Wake up Call Sheikh Rashid E, Ground floor			
10:15 - 10:40	Tech Pavilion: How can event analytics improve customer engagement? Sheikh Rashid F, Ground floor			
10:15 - 10:45	Networking Break Sheikh Rashid F & Maktoum Lobby	Campfire Sessions: Engage the Stakeholders, Empower the Change Sheikh Rashid F, Ground floor		
10:25 - 10:45	CONNECT: mind body - Energizing and mind clearing meditation for mid-day rejuvenation Bubble Lounge, 1st floor			
10:30 - 12:00	One-on-one meetings with Regional Directors (please book your personal meeting through the ICCA Meetings App)			
10:45 - 11:45	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
10:45 - 11:45	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	ICCA Association Database Training Ajman A, 1st floor
12:00 - 12:45	President's Choice Session and Inspirational Woman Awards Sheikh Rashid E, Ground floor			
12:45 - 14:00	Lunch – sponsored by IMEX Exhibition Hall 8, Ground floor			

14:00 - 17:00	One-on-one meetings with Regional Directors (please book your personal meeting through the ICCA Meetings App)			
14:00 - 14:25	Tech Pavilion: 3 Ways to Uncover the Attendee Journey Sheikh Rashid F, Ground floor			
14:30 - 14:55	Tech Pavilion: Thought Leadership Panel Discussion Sheikh Rashid F, 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	Research database one-on-one appointments (please book your personal appointment through the ICCA Meetings App)			
15:15 - 15:40	Tech Pavilion: Top 7 Tips to Creating Eye-Popping Content & Images Sheikh Rashid F, Ground floor			
15:15 - 15:45	Networking Break Sheikh Rashid F & Maktoum Lobby		Campfire Sessions: Be part of meetings impact Sheikh Rashid F, Ground floor	
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	CONNECT: mind body - Mindfulness and focus techniques for the workplace and how to share some simple			

practices with your team

Bubble Lounge, 1st floor

19:00

Transfers from the official hotels to CAT Night

19:30 - 22:30

CAT Night

Jumeirah Beach Hotel

from 22:00

Transfers from CAT Night to official hotels

Jumeirah Beach Hotel

13/11/2018

08:00 - 09:00

Dubai World Trade Centre Site Inspection (pre-registration required)

Hall 8 Main Entrance

08:30 - 17:00

Registration

Foyer in front of Sheikh Rashid

08:30 - 17:00

CONNECT: mind|body lounge - Lounge opening hours

Bubble Lounge, 1st floor

08:30 - 08:50

CONNECT: mind|body lounge - Morning centering mindfulness meditation

Bubble Lounge, 1st floor

09:00 - 10:15

ICCA Best Marketing Award 2018

Sheikh Rashid E, Ground floor

09:00 - 18:00

Tech Pavilion Opening Hours

Sheikh Rashid F, Ground floor

09:00 - 18:00

Braindates

The Hub, Ground floor

10:15 - 10:45

Networking Break

Sheikh Rashid F & Maktoum Lobby

Campfire Sessions: Purpose Driven Leadership

Sheikh Rashid F, Ground floor

10:25 - 10:45

CONNECT: mind|body lounge - Mudra Yoga - yoga for the hands and Chair Yoga - mindful movement exercises for the office and on the road

Bubble Lounge, 1st floor

10:30 - 18:00

One-on-one meetings with Regional Directors (please book your personal meeting through the ICCA Meetings App)

10:45 - 12:00

Synergies and lessons shared between trade shows and international associations

Sheikh Maktoum B, Ground floor

City strategies for over-tourism

Sheikh Rashid A+B, Ground floor

Predicting the Future of Meetings: Kings versus Magicians

Sheikh Rashid D, Ground floor

#Digitisedme

Sheikh Maktoum A, Ground floor

10:45 - 12:00

Innovation put into practice

Sheikh Maktoum C, Ground

ICCA Association Database Training

Ajman A, 1st floor

floor

11:00 - 11:25

Tech Pavilion: Propelling Business Forward via Your CRM System

Sheikh Rashid F, Ground floor

12:00 - 13:30

Lunch - sponsored by Abu Dhabi Convention Bureau

Exhibition Hall 8, Ground floor

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

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

Sheikh Maktoum A, Ground floor

**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

13:30 - 17:00

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

14:00 - 14:25

Tech Pavilion: Security, Data Protection (GDPR) and PCI Compliance

Sheikh Rashid F, Ground floor

15:00 - 15:25

Tech Pavilion: AV Equipment planning for convention and exhibition centers

Sheikh Rashid F, Ground floor

15:00 - 15:30

Networking Break

Sheikh Rashid F & Maktoum Lobby

**Campfire Sessions: Mobilising task forces in European
Palliative Care**

Sheikh Rashid F, Ground floor

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

CONNECT: mind|body lounge - Energizing and mind clearing breath exercises for afternoon rejuvenation

Bubble Lounge, 1st floor

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 -
Future Meeting Space -
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	Tech Pavilion: Best Practices for Event Websites Sheikh Rashid F, Ground floor			
17:15 - 18:15	Town Hall meeting: discussing Association membership (members only) Sheikh Rashid E, Ground floor			
17:15 - 18:15	BestCities (closed meeting) Dubai D, 1st floor	Ungerboeck (closed meeting) Ras Al Khaimah, 2nd floor	GDS-Index (closed meeting) Dubai A+B, 1st floor	Australian Committee (closed meeting) Dubai E+F, 1st floor
18:30 - 19:15	Transfers from the official hotels to Farewell Dinner			
20:00 - 23:00	Farewell Dinner Al Lisaili desert			
from 22:00	Transfers from Farewell Dinner to official hotels Al Lisaili desert			
14/11/2018				
00:00 - 23:55	Transfers from the official hotels to the airport			
08:30 - 14:30	Registration Foyer in front of Sheikh Rashid			
08:30 - 17:00	CONNECT: mind body lounge - Lounge opening hours Bubble Lounge, 1st floor			
08:30 - 08:50	CONNECT: mind body lounge - Morning centering mindfulness meditation Bubble Lounge, 1st floor			
09:00 - 10:00	The Copenhagen Denmark Lecture - sponsored by the Danish ICCA Members Sheikh Rashid E, Ground floor			
09:00 - 14:00	Tech Pavilion Opening Hours Sheikh Rashid F, Ground floor			
09:00 - 14:30	Braindates The Hub, Ground floor			
10:00 - 12:00	One-on-one meetings with Regional Directors (please book your personal meeting through the ICCA Meetings App)			
10:00 - 10:25	Tech Pavilion: The Future of the FOMO Factor Sheikh Rashid F, Ground floor			
10:00 - 10:30	Networking Break	Campfire Sessions: Developing an Impact Journey		

Sheikh Rashid F & Maktoum Lobby Sheikh Rashid F, Ground floor

10:20 - 10:40

CONNECT: mind|body lounge - Improved focus techniques for the workplace and how to share some simple practices with your team

Bubble Lounge, 1st floor

10:30 - 10:55

Tech Pavilion: Open Q&A Session: Apps

Sheikh Rashid F, Ground floor

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

Meetings and the new industrial revolution

Sheikh Maktoum D, Ground floor

The un-conference

Sheikh Rashid D, Ground floor

Importance of smaller association meetings

Sheikh Maktoum B, Ground floor

10:30 - 11:45

Are you ready for the future?

Sheikh Rashid A+B, Ground floor

What we can learn from astronauts

Sheikh Maktoum A, Ground floor

ICCA Association Database Training

Ajman A, 1st floor

11:30 - 11:50

CONNECT: mind|body lounge - Calming breath exercises for travel ease

Bubble Lounge, 1st floor

12:00 - 13:00

Closing Session

Sheikh Rashid E, Ground floor

13:00 - 14:30

Next Destination Lunch - sponsored by Houston Local Host Committee

Exhibition Hall 8, Ground floor

13:30 - 18:30

Expo 2020 Dubai (pre-registration required)

Meeting point: Local information & tours desk

14:30 - 18:30

Optional City Tour

Meeting point: Local information & tours desk

15/11/2018

00:00 - 23:55

Transfers from the official hotels to the airport