



FROM RESILIENCE TO REVIVAL

ICCA's first 2021 Global Hybrid Event

17 February 2021 10am-4pm GST Dubai, UAE

Register today for free

Preliminary Programme

10:00-10:15 Resilience to Revival, ICCA's first global hybrid event of 2021.

As ICCA continues to advocate for our industry, this event provides you access to internationally renowned leaders who will provide us with thought-provoking ideas and strategies. We look forward to welcoming you both in-person and virtually.

- **James Rees**, ICCA President
- **Senthil Gopinath**, ICCA CEO
- **Mubarak Al Shamsi**, ICCA Board Member – Middle East
- **Khalid Al Zadjali**, ICCA Middle East Chapter Chair

10:15 -11:00 Road to Recovery

In this unpredictable business environment, understanding emerging technology, embracing brand culture evolution, and building an engaged customer community will be more critical than ever. No two crises are the same, nor will the path to Recovery. Digital innovation and customer engagement strategy will be essential to guide us on the journey from resilience to revival. This session will provide a transformational perspective on the evolution of marketing and digital platforms.

- **BJ Cunningham**, Serial Entrepreneur, Owner, BJ Cunningham Limited.
- **Ramy Fares**, Director of Retail & Travel for Middle East, and Africa, Microsoft

11:00 -11:15 Networking Break

11:15 – 12:15 **Organiser's Perspective**

How will the format of business events change? Before this crucial question can be answered, we must understand event organisers' requirements. This session features senior event planners who have adapted their planning and engagement strategies to provide their clients with unique experiences.

- **Miguel Neves**, Chief Social Strategist, miguelseven.com (Moderator)
- **Cathy Persidis**, Director of Operations, Drug Information Association
- **Fanny Senez**, Events Manager, International Association of Young Lawyers
- **Stian Fuglset**, CEO, Oslofjord Convention Center
- **Hiromi Murayama**, Manager Sales and Marketing Division, PACIFICO Yokohama

12:15 – 13:15 Networking Break

13:15 – 13:45 **Strategic Planning in a Disruptive World**

New approaches will be required to guide the industry. Hear the perspective of a successful entrepreneur who has seen the evolution of diversity in the workplace.

- **Jasmine Lew**, Conventions & Exhibitions Manager, Abu Dhabi Convention & Exhibition Bureau (Moderator)
- **Dr. Debbie Stanford-Kristiansen**, Former CEO Novo Cinemas. 2018 Female CEO of the Year

13:45 – 14:00 Networking Break

14:00 – 15:00 **The Industry beyond 2021**

In this session, our guest speakers will share their strategic vision for diving into the future of confidently business events.

- **Steen Jakobsen**, Vice President, Dubai Tourism (Moderator)
- **Basmah Al Mayman**, Regional Director for the Middle East, UNWTO
- **Mayank Dhingra**, Senior Education Business Leader Middle East, Africa, & Eastern Europe, HP
- **Laila Faridoon**, Ambassador of Goodwill, Author, Public Speaker, and Digital Transformation Consultant

15:00 – 15:15 **Closing: Transforming Together**

Key takeaways to help our industry move from Resilience to Revival.

- **Ahmed Al Obaidli**, ICCA Middle East Chapter Deputy Chairperson
- **Anju Gomes**, ICCA Regional Director Middle East