

30 November 2021

## **IBTM World Barcelona Knowledge Programme revealed**

**- *CMP-accredited programme features three keynote speakers and over 65 sessions* -**

IBTM has announced first details of its Knowledge Programme for IBTM World Barcelona, due to take place at Fira Barcelona from 30 November to 2 December.

Designed to provide tangible learnings and innovative solutions for attendees in a post-pandemic world, the conference programme includes three keynote speakers, as well as a packed schedule of sessions around four topical themes: Trends and technology; gamification and engagement; the future of event planning (including sustainability, safety and security and government support); and career and personal development.

Keynote speakers are drawn from complementary industries outside of meetings and events, and include expert in digitisation and internationalisation, Alba del Villa Olano. Alba has spoken at more than 20 international conferences and founded and directed several digital projects. A visiting professor at the University of Navarra and consultant for several leading Spanish companies, Alba will discuss how the digitalisation process affects the events industry and offer ideas on how event organisers can adapt to the changing landscape.

On day two, ex-Deutsche Bank and PwC employee and founder and CEO of TLC Lions, Gian Power, will present an interactive and educational keynote session on the power of storytelling. Gian will share his inspiring story and explore what he's learned about happiness and authenticity in the workplace. During this impactful session, attendees will be provided with resources and tips to implement into their own lives, as well as takeaways for their organisations.

On the final day, founder of Wavelength Marketing, Darren Coleman, will explore how event organisers can harness the power of experiences to make their events stand out. With over 20 years' brand marketing experience spanning both B2B and B2C, keynote speaker Darren

has helped organisations such as Orange, Nikon, Standard Life, Pepsi, BUPA, and UK Trade & Investment address a range of brand-related issues.

A further 65 Knowledge Programme sessions will be delivered by a diverse range of expert speakers from organisations including the United Nations Climate Change, LinkedIn, CrowdComms, American Express Meetings and Events, ICCA, VisitScotland, BBC Creative and more.

The programme also includes a specially curated Association Programme which will follow three core themes: inspire, exchange, and solve. Designed to spark fresh ideas, encourage peer-to-peer learning, and deliver tangible solutions to real issues facing the associations and events sector now, the tailored programme includes case studies, speeches, and panel sessions from some of the leading organisations in the association sector.

IBTM Accelerate will return to help answer delegates' questions on the future of the events industry. Featuring interactive discussion, new ideas and inspirational short talks, IBTM Accelerate will showcase solutions, applications and technologies on specific meetings and events industry challenges. The programme will address issues such as the change in consumer behaviour, the role of technology, sustainability, and the future of the events industry.

In addition, IBTM's Elite Corporate Programme will explore key insights specifically focused on the needs of corporate Hosted Buyers. Themes include: the future of the meetings experience, re-starting events and evaluating their success, and peer-to-peer learning and insights. This tailored programme of sessions will take place on day two and is supported by American Express Meetings & Events.

IBTM World Barcelona has been granted preferred provider status from the Events Industry Council (EIC) for its Knowledge Programme. This allows delegates to gain Certified Meeting Professional (CMP) points for each education session attended.

David Thompson, Event Director, said: "Alongside quality face-to-face meetings and exciting networking opportunities, we know that knowledge acquisition is a key driver for attendance at IBTM World. Our Knowledge Programme provides access to over 65 expert speakers from a broad range of industries, specially curated to deliver insight, inspiration, and fresh ideas on

subjects relevant to the events industry now. We are also delighted to confirm that the Knowledge Programme will be fully CMP accredited.”

For more information and to register for the event, please [click here](#).

**- Ends -**

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**Notes to Editors:**

**About IBTM**

IBTM is a world-leading showcase for the meetings and events industry with a portfolio of events and products offering business solutions across five continents. The portfolio includes IBTM World, IBTM Africa, IBTM Americas, IBTM Asia Pacific, IBTM Wired and IBTM Connect. [www.ibtmevents.com](http://www.ibtmevents.com)

IBTM World, the leading global event for the meetings and events industry, is the must-attend three-day event for the worldwide meeting, incentives, conference, and events industry. Thousands of meetings and events buyers, suppliers, and international trade media visit Fira Barcelona every December for IBTM's flagship show, with over 74,000 business meetings taking place.

Next event: Tuesday 30 November to Thursday 2 December 2021 at Fira Barcelona

<https://www.ibtmworld.com/> followed by IBTM World Online, from 14-15 December 2021.

IBTM Americas, the leading event for the meetings and events industry in North America, Latin America, Europe and beyond, is the must-attend two-day event for the region's meeting, incentives, conference, and events industry. Thousands of meetings and events buyers, suppliers, and international trade media visit Centro Citibanamex in Mexico City every August. <https://www.ibtmamericas.com/>

IBTM Asia Pacific, the leading event for the meetings and events industry in Asia Pacific, is the must-attend two-day event for the region's meeting, incentives, conference, and events industry. Thousands of meetings and events buyers, suppliers and international trade media are expected to visit Marina Bay Sands in Singapore for the inaugural event in June.

Next event: Tuesday 5 to Wednesday 6 April 2022 at Marina Bay Sands in Singapore

<https://www.ibtmasiapacific.com/>

IBTM Wired is the newest addition to IBTM's global portfolio of events and intelligence for the meetings, incentives, conferences, and events industry. The event takes place annually online and unites thousands of industry professionals from around the world for four days of one-to-one business meetings, sparking new connections and renewing existing ones and a programme of live and on-demand education sessions.

<https://www.ibtmwired.com/en-gb.html>

IBTM Connect is the leading online knowledge hub for the global meetings, incentives, conference, and events industry. Established in 2020, it is packed with cutting-edge content to help inspire and educate the global meetings and events industry, with regularly updated industry news and insights, as well as on-demand interviews and webinars with high-profile industry experts.

### **About RX (Reed Exhibitions)**

RX is in the business of building businesses for individuals, communities, and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)

### **RELX About RELX**

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL;

Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.\*

\*Note: Current market capitalisation can be found at <http://www.relx.com/investors>