

IBTM World ramps up for in-person Barcelona event

IBTM World, the leading annual event for the global meetings, incentives, conferences and events industry, has a highly targeted programme of education, deliberately designed to provide tangible learnings and innovative solutions for attendees in a post-pandemic world.

Headlined by three keynote speakers from outside the industry, this year's Knowledge Programme will feature a schedule of sessions around four topical themes: Trends and technology; gamification and engagement; the future of event planning (to include discussions around sustainability, safety and security and government support); and career and personal development, and will be delivered by expert speakers from the United Nations Climate Change, LinkedIn, CrowdComms, VisitScotland, BBC Creative and more.

The programme also includes specially curated education streams for association and corporate buyers, as well as sessions as part of IBTM Accelerate which offers an interactive experience to all visitors showcasing solutions, applications and technologies on specific meetings and events industry challenges.

On the first day of the event, Alba del Villa Olano, an expert in digital transformation and a serial entrepreneur, will deliver a keynote encouraging attendees to take the fear out of digitalisation and how to use this as a tool to grow the reach and impact of their events. On day two, Gian Power, Founder and CEO of TLC Lions, will inspire attendees to use the power of storytelling to grow their business. On day three, Dr. Darren Coleman, a brand strategy and experience specialist, will outline how event organisers can win through the power of experiences.

David Thompson, Event Director, said: "We are looking forward to welcoming the industry back to Barcelona for three days of face-to-face meetings, networking and learning. IBTM World looks to innovate through every aspect of our business in terms of our offer and we continue to deliver the very best service for our customers, who are at the very heart of everything we do."

IBTM has worked extensively with industry peers to create a safe working standard called "All Secure" for holding events in a COVID-impacted world, and IBTM is working closely with the local authorities and the Fira Barcelona to implement all other necessary precautions.

So far, meeting organisers confirmed to attend include: agencies Helmsbriscoe, HPN Global – World, First Incentive Travel, Follow red Branding Experiences, and GPM LiveMarketing GmbH; corporates Engie, Oriflame Cosmetics, Saudi Aramco, Citigroup Inc., BBVA France, Ansell Healthcare Europe, Knauf Gips KG, SAUDI Telecom Company, Ebs, Pfizer, Abbott, Novartis, OP'COM, Donnelly Spire Ltd., Ferronordic, Michelin, General Motors; and International Association for the Protection of Intellectual Property -AIPPI-, European Union of Medicine in Assurance and Social Security, China Electronics Chamber of Commerce, Centers for Disease Control, European Society of Cardiology associations.

New exhibitors confirmed for this year include CVBs of France, Germany, Estonia, Valencia, and Istanbul; hotel brands Hilton and Hyatt; DMCs from the United States and Algeria; Manchester City Football Club; Romanian tourist attraction, Salina Turda salt cave; Ras Al Khaimah Tourism Development Authority; Melia Hotels & Resorts; Conference Compass; and Bahrain Tourism & Exhibitions Authority, among many others.

For more information and to register for the event, visit ibtmworld.com.