

IMEX IN FRANKFURT – SHOW PREVIEW

An unforgettable experience with business and human connections at its heart: IMEX in Frankfurt returns 31 May – 2 June

“While doing business and powering our sector’s growth sits at the core of the show, IMEX in Frankfurt stands for so much more. Inspiration is one of our core values and we’re set to deliver this through a creative and cutting-edge show experience. An unforgettable experience that helps attendees reconnect and revive, supercharge their skillset and – importantly – have fun! By coming together – and celebrating 20 years of IMEX in Frankfurt – our community is set to create many memorable moments.” Carina Bauer, CEO of the IMEX Group, outlines the plans for [the return of IMEX in Frankfurt](#), taking place 31 May – 2 June.

Global exhibitors announce major launches

An international range of [exhibitors](#) – destinations, venues, technology providers, incentive companies and more – are currently planning their participation at the show. Suppliers from Europe – Germany, France, Spain and Croatia; North America – Miami, San Francisco, Las Vegas; and Asia – Philippines and Taiwan; are among the dozens of destinations who have confirmed their participation in the past few weeks alone.

Parts of the business events sector have forged ahead in the past two years with investments in refurbishments, new venues and enhanced experiences. IMEX in Frankfurt will be the stage for some major launches such as Ethiopia’s new convention bureau, new venues, new professional development programmes and new industry partnerships.

Well over 2,500 buyers from 70 countries have registered to date, and hundreds of global buyers continue to register each week. An international mix of buyers from agencies, corporates and associations, plus independent professionals have all confirmed participation at the show.

Bespoke education for associations, corporates & agencies

IMEX is supporting specialists with dedicated learning for association, agency and corporate executives taking place the day before the show, on Monday 30 May. Exclusively Corporate is set to welcome experts from SAP, Bolt Financial and Siemens Healthineers (as well as a former Premier League Footballer!) for case study-led education and peer-to-peer discussions. Agency planners can shape the focus of IMEX’s co-created Agency Directors Forum, choosing what best fits their needs from subjects including: growth opportunities; lessons learned from the pandemic; adapting to a changed event landscape; trends and technology impacting business strategy, and reconsidering

staffing options. Separately, Association Focus will deliver learning and networking exclusively for association professionals of all levels. The collaborative programme offers insight, inspiration and real-world recommendations and resolutions to the challenges facing associations across the world today.

Building connections to support business recovery

It has never been more important to upskill for the new world of work and 150+ educational events onsite cover Professional Development and Upskilling; Creativity in Communication; Diversity, equity, inclusion and accessibility; Innovation and Tech; and Purposeful Recovery.

Team dynamics and roles have shifted since the lockdown leading to a new approach to recruitment strategy. In 'Where's my team?' Tanesha Moody, Former Director Field and Events Marketing at Bolt Financial, will provide guidance on building an evolutionary team from scratch. Her professional theatre background gives Tanesha a unique take on planning and delivering events.

Robert Kenward, Fitability® Recruiter at You Search and Select and Founder of The Hub, is holding a workshop to help event professionals deal with 'the great resignation'. He says: "As the industry rebuilds, the focus for many businesses is to scale-up by recruiting the right talent. This session will enable delegates to supercharge their recruitment strategy which in turn will have an immediate and positive impact on how they attract, select and retain talent."

'One of Europe's leading business networking strategists' according to the Financial Times, [Andy Lopata](#), moderates a panel session unpacking the strategy behind 'Building back together'. Event professionals from Farnborough International, DRPG and Enited Business Events join Andy to discuss the vital role strong relationships played in supporting them during the pandemic, and in their business recovery. Andy explains: "Relationships underpin the success of our businesses and the events we're involved with. Yet it has become harder to nurture those relationships, let alone meet new people, during the pandemic. My goal is to arm attendees with new ideas, practical advice and, most importantly of all, the confidence and energy to actively pursue a strategy of building, nurturing and leveraging the relationships that will drive their businesses forward."

Wellbeing moments

Experts from the Listening Collective will bring their own powerful brand of coaching with a dedicated space, The Listening Lab, which will help attendees develop their own 'listening superpowers'. "When we're skilfully listened to and challenged, we hear ourselves better - then change follows," explains Listening Collective founder Jon Barnes.

The focus on wellbeing continues at the Be Well Lounge. Brought to you by Inner Sense and supported by Costa Rica DMC and Weichlein Tours, the Lounge offers a space to pause, unwind and recharge. Attendees craving an energetic start to the day will enjoy the 5km IMEXrun, developed by VOQIN - a bright and brisk walk, jog or run along the banks of Frankfurt's River Main.

Carina Bauer, CEO of the IMEX Group, says: "With our worldwide roster of suppliers and confirmed buyers, we're confident the show floor will be a hub of activity where the industry can comfortably and effectively do business. We can't wait to get back to business in Frankfurt and celebrate the sheer joy of being back together - our industry lives and breathes face to face business events and from what we're witnessing, it's raring to go." Carina shares more detail about what to expect at the show [here](#).

IMEX in Frankfurt takes place 31 May – 2 June 2022 - the business events community can register [here](#). Registration is free.

www.imex-frankfurt.com

ENDS

Notes to editors

IMEX in Frankfurt 2022 will take place at Messe Frankfurt from 31 May – 2 June 2022.

www.imex-frankfurt.com

For further press information, please contact:

Emma Blake: emmablake@clareville.co.uk