

ibtm WORLD

BARCELONA, SPAIN

28 - 30 Nov 2023



Ljubljana Tourism

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LJUBLJANA TALKS - PROGRAMME



Moderators: *Gorazd ČAD*, Editor-in-Chief, Kongres Magazine and *Jan ORŠIČ*, Head of Convention Bureau at Ljubljana Tourism

TUESDAY, November 28, 2023 - THE CLIENT PERSPECTIVE

10:30 1st Day Intro with *Jan ORŠIČ* and *Gorazd ČAD*

11:00 **Ljubljana Talks 1:** *Jimena GOMEZ DE LA FLOR*, European Flavour Association, A tasty journey: Navigating AI, Event Planning, and Sustainability

11:30 **Ljubljana Talks 2:** *Martin BOYLE*, IAPCO, Insider Insights into IAPCO Accreditation & Future of Professional Congress Organisers

12:30 **Ljubljana Talks 3:** *Janos F. FAZAKAS*, Visual Europe, F*!#UPS at events - anything that can go wrong will go wrong

13:00 **Conventa Trend Bar**

Sustainability is like teenage sex.

Everybody says they're doing it, very few people are actually doing it.

14:30 **Ljubljana Talks 4:** *Sherrif KARAMAT*, President PCMA and *Petra STUŠEK*, CEO at Ljubljana Tourism and President of the Board at City Destinations Alliance City DNA, Shaping the Future of PCMA through innovation and influence

15:00 **Ljubljana Talks 5:** Special guest of Conventa Trade Show

15:30 **Ljubljana Talks 6:** *Todd HANSEN*, Websummit, Megaevents unplugged

16:00 **Ljubljana Talks 7:** *Kai HATTENDORF*, UFI, Reducing your event's carbon footprint

17:00 **BALTIC TIGERS**

1st Day Outro with *Jan ORŠIČ* and *Gorazd ČAD* and special guests of the day:

Heini ETSOLA, Helsinki Convention Bureau

Kadri KARU, Estonian Convention Bureau

Jaroslav MARCIUK, Poland Convention

Aigars SMILTANS, Riga Convention Bureau

WEDNESDAY, November 29, 2023 – THE INDUSTRY PERSPECTIVE

- 10:15** 2nd Day Intro with **Jan ORŠIČ** and **Gorazd ČAD**
- 10:00** **Ljubljana Talks 8:** **Zsuzsa SZEGNER**, *Visit Hungary Convention Bureau*, New Europe's capital for megaevents
- 11:00** **Ljubljana Talks 9:** **Drew S. HOLMGREEN**, *MPI*, When we meet we change the world
- 11:30** **Ljubljana Talks 10:** **Dejan BOGDANOV**, *Vekol DMC*, From Meta to Supersonic: The Open Era of Meetings (unplugged)
- 12:00** **Ljubljana Talks 11:** **Gemmeke DE JONGH**, *Visit Flanders Convention Bureau*, Which ingredients do you need to shape the Business Events of the future?
- 13:00** **Conventa Trend Bar**
Sustainability is like teenage sex.
Everybody says they're doing it, very few people are actually doing it.
- 14:30** **Ljubljana Talks 12:** **Senthil GOPINATH**, *ICCA-International Congress and Convention Association*, and **Petra STUŠEK**, *CEO at Ljubljana Tourism and President of the Board at City Destinations Alliance City DNA*, The new era of Association and Meetings
- 15:00** **Ljubljana Talks 13:** **Julius SOLARIS**, *event industry speaker and entrepreneur*
- 15:30** **Ljubljana Talks 14:** **Christoph TESSMAR**, *Barcelona Convention Bureau*, Navigating Barcelona's Event Landscape, Evolution and Leadership
- 16:00** **Ljubljana Talks 15:** **Sharon ASHTON-SIROT**, *Eurordis Association*, Sustainability and imprint vs footprint
- 17:00** **ADRIATIC LIONS**
2nd Day Outro with **Jan ORŠIČ** and **Gorazd ČAD** and special guests:
Fredi FONTANOT, *Slovenia Convention Bureau*
Aleksandra MAKSIMOVIĆ, *Montenegro Convention Bureau*
Mirjana RESNER, *Croatia Convention Bureau*

THURSDAY, November 30, 2023 – THE IBTM WORLD PERSPECTIVE

- 10:00** 3rd Day Intro with **Jan ORŠIČ** and **Gorazd ČAD**
- 10:30** **Ljubljana Talks 16:** IBTM WORLD Wrap-up with **Vasyl ZHYGALO**, *Managing Director RX Middle East* and **Petra STUŠEK**, *CEO at Ljubljana Tourism and President of the Board at City Destinations Alliance City DNA*
- 11:00** **Ljubljana Talks 17:** **Alistair TURNER**, *IBTM World Trends Report*, Navigating Industry Shifts: AI, Personalization, and Sustainability in Focus
- 11:30** **Ljubljana Talks 18:** **Angeles MORENO**, *AIM Group*, How events can create legacy?
- 12:00** 3rd Day Outro with **Jan ORŠIČ** and **Gorazd ČAD** and special guest

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