



WEDNESDAY, 3 FEBRUARY

Am/Pm: **Arrival of participants in Geneva**

19.30 - 21.30

Welcome Reception Intercontinental Geneva



Dress Code: Business Casual

THURSDAY, 4 FEBRUARY *Moderator: Sandy Angus, Chairman Montgomery Exhibitions, U.K.*

09.30

Assembly in the Lobby of the Intercontinental hotel

09.45

Departure for Geneva Palexpo

Dress Code for the conference: Business Casual

10.00 - 10.30

Networking and Tea and Coffee Break in the internet and hospitality lounge



10.30 - 11.15

“Welcome and Introduction of all participants”



Seven Smulders, UFI Senior Consultant and Sandy Angus, Moderator



11.15 - 12.15

“Why Should Anyone Be Led By You”



by **Gareth Jones**, *Founding Partner Creative Management Associates, U.K.*

Gareth Jones is one of Europe’s leading experts on organisational culture, leadership and change.

In this session we will explore the links between leadership and performance.

Great businesses build leadership capability in as many places as they can. Participants will consider their own leadership behaviour aiming to answer the difficult question:

“Why Should Anyone Be Led By You?”

12.15 - 14.15

Business Luncheon



14.15 - 15.15

“Update on the Global Economy” Part 1



by **Roger Martin Fagg**, *Managing Director Roger Martin Fagg Associates, U.K.*

In all previous CEO Fora, Roger has been rated among the best speakers. His extensive knowledge of the global economy will ensure that every participant gets an in depth understanding of the latest economic trends and developments in the world.

15.15 - 15.45

“Tour around the World in 30 minutes”



by **Sandy Angus**, *Chairman Montgomery Exhibitions, U.K.*

15.45 - 16.15

Networking and Tea and Coffee Break in the internet and hospitality lounge



PROGRAMME



16.15 - 16.45

“The Exhibition industry in Switzerland”



by **Claude Membrez**, CEO Geneva Palexpo

16.45

Tour of Geneva Palexpo (optional)

19.00 - 22.30

Gala Reception & Gala Dinner



FRIDAY, 5 FEBRUARY

09.30

Departure for Geneva Palexpo

09.45 - 10.15

Networking and Tea and Coffee Break



10.15 - 10.45

“The Power of Social Media for the Trade Show Industry”, Part 1



*Moderator: **Paul Woodward**, Regional Manager, UFI Asia/Pacific Office, China*

*Panelist: **Eric Everard**, Executive Chairman Artexis and EasyFAIRS Group, Belgium*

*Speakers: **Stephen Nold**, CEO MTO Summit, USA and **Rick Calvert**, CEO & Co-founder Blog World & New Media Expo, USA*



“The Importance of an Online Social Media Strategy”

Stephen Nold and Rick Calvert, the trade show industry’s thought leaders on social media, will present how social media like Twitter, Facebook and LinkedIn are changing the use of traditional marketing. This strategic discussion will lay the foundation for what each organization must consider before launching these tools.

Participants will learn:

- * Why it is important to create a community
- * Best social media solutions
- * Resources to launch and maintain social media
- * How to measure tangible results
- * The great marketing shift



10.45 - 11.15

“The Power of Social Media for the Trade Show Industry”, Part 2



*Moderator: **Paul Woodward**, Regional Manager, UFI Asia/Pacific Office, China*

*Panelist: **Eric Everard**, Executive Chairman Artexis and EasyFAIRS Group, Belgium*



*Speakers: **Stephen Nold**, CEO MTO Summit, USA and **Rick Calvert**, CEO & Co-founder Blog World & New Media Expo, USA.*

“The Practical Uses of Social Media Tools”

Stephen and Rick will review the most important social media tools and explain how they should be used. They will provide the 5 critical components to deployment of any new media solution.

Participants will learn:

- * Value of the most useful social media tools
- * Specific show examples on how these tools are impacting sales and marketing reach
- * The hype and truth on these solutions

11.15 - 12.00

“Update of the Global Economy” Part 2



*by **Roger Martin Fagg**, Managing Director Roger Martin Fagg Associates, U.K.*

During this session, Roger will answer specific questions from the audience.

12.00 - 12.30

Closing remarks



*by **Seven Smulders**, UFI Senior Consultant and **Sandy Angus**, Moderator*

12.30 - 13.30

Business Luncheon

