

## Monday 10 February

19:30 – 22:00 **Welcome reception at the Hotel du Collectionneur**



## Tuesday 11 February

09:00 – 09:30 **Networking and coffee break in the hospitality lounge**



09:30 – 10:30 **Welcome and introduction of all the participants**

by: **Paul Woodward**, *Managing Director, UFI*  
**Trevor Foley**, *Managing Director, tfconnect*



10:30 – 11:30 **Creativity and innovation ...**



In the words of Bob Dylan: “He who is not busy being born is busy dying”. What is true for an individual is true for any organisation, company and/or government. To live is to innovate.

Innovation, defined as ‘applied novelty’, is composed of two parts: applied (i.e. the process by which an idea is implemented, and novelty (i.e. the creation of an idea itself). In a static world, efficient application is the most important. But our world is of course uncertain... and increasingly so. And in such an uncertain world, creativity is equally paramount. Why is it, then, that most companies, organisations and governments focus on efficiency at the expense of creativity?

Here, using perceptual and behavioural neuroscience, we will explore (1) what innovation really is? (2) Why fear and stress are the principle barriers to achieving it; and (3) how can one facilitate innovation in any organisation.

Beau will focus on perception and human behaviour from the neuroscientific perspective, since it is our brain that underpins everything we know, think, feel and believe, from our best inventions to our most basic psychoses...

by: **Beau Lotto**, *Neuro-Scientist and Founder of the Lotto Lab*

## Tuesday 11 February

11:30 – 12:00 **Networking and coffee break in the hospitality lounge**



12:00 – 12:45 **Panel discussion: What are the key issues for 2014?**



Technological, demographic, economic and cultural changes over the last few years have heavily influenced the way we do business. Compounded with increased competition and pressure from shareholders to maximize profits, the role of the CEO is sometimes very challenging. Three CEOs from different parts of the world will provide their insight into what they feel will be the most important issues for 2014 and how best to embrace them.

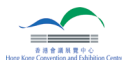
with:

**Gerald Böse**, *President & CEO Koelnmesse GmbH*  
**Ligia Amorim**, *Managing Director, NürnbergMesse Brazil*  
**Simon Kimble**, *Executive Chairman, Clarion Events*



Moderated by: **Denzil Rankine**, *Executive Chairman, AMR International*

12:45 – 14:15 **Business lunch**



14:15 – 15:15 **Presentation followed by an open discussion: The time is right**



**Mark Shashoua** talks about the journey of the last two years of the i2i events group (previously EMAP). A journey that has been about internationalising a national business in the face of everyone saying it was too late to do it, AND that i2i's brands were not exportable...

by: **Mark Shashoua**, *CEO i2i Events Group*

15:15 – 15:45 **Recipe for success: an interview with David Levin**



with: **David Levin**, *CEO UBM plc*  
interviewed by **Paul Woodward**, *UFI Managing Director*

David joined UBM plc in 2005 and has seen the company grow at an amazing pace since then. What are the reasons for this growth? What is his recipe for success? What were the most outstanding moments during those 9 years? And the most difficult? David will bare his soul and share his innermost thoughts with the delegates.

15:45 – 16:15 **Networking and coffee break in the hospitality lounge**



16:15 – 16:45 **Recipe for success: an interview with David Levin (contd)**



with: **David Levin**, CEO UBM plc  
interviewed by **Paul Woodward**, UFI Managing Director

David has shared the secrets of his past. But what about the future? Where is the exhibition industry going? And what advice does he have to share with us all?

16:45 – 17:30 **Finding market gaps: selling a show, and then selling a show!**



After launching and selling to Clarion Events his first exhibition, the Counter-Terror Expo (Niche Events), Peter Jones has just released his second smash hit, Clinical Cosmetic & Reconstructive Expo. Peter will talk about the basic principles of launching, selling space, sponsorship, and more....including how to be a model seller when the time comes to exit...Peter will explain that it's not rocket science!

by: **Peter Jones**, CEO, 19 Events

17:30 **End of the first day**

19:15 **Assembly in the lobby of the hotel for the gala reception and gala dinner at the Hotel Salomon de Rothschild.**

Gala dinner hosts:



## Wednesday 12 February

09:00 – 09:30 **Networking and coffee break in the hospitality lounge**



09:30 – 10:30 **The latest innovations in tech for events from Ogilvy's Live Lab!**



Nicole Yershon runs the Ogilvy lab - a high tech environment that merges live and tech applications to educate, inspire and drive revenues. This marriage of live and tech is measured by the five 'R's: revenue, reputation, retention, recruitment and relationship. Nicole will explain all!

by: **Nicole Yershon**, Director, Innovative Solutions at Ogilvy Group Advertising



## Wednesday 12 February

10:30 – 11:30 **Is this the new “normal”?**

with: **Roger Martin-Fagg**, *Economist, Martin Fagg Associates*

interviewed by **Paul Woodward**, *UFI Managing Director*



What economic changes will influence our businesses most over the next year or two? For those countries still suffering from the economic crisis, is there light at the end of the tunnel? After enduring a decade of criticism for its weakness, China's currency now looks uncomfortably strong. How will this influence the world market? Does the US despite government challenges, have the capacity to continue to drive world business? What are the emerging markets today? Roger will answer all these questions.... and more.

11:30 – 12:00 **Networking and coffee break in the hospitality lounge**



12:00 – 12:45 **Building a global player**

with: **Wolfgang Marzin**, *President and CEO, Messe Frankfurt GmbH*

interviewed by **Denzil Rankine**, *Executive Chairman, AMR International*



Global players don't grow overnight and are often the result of many years of careful strategic planning and sustainable strategy execution, favouring strategic focus over short term industry trends. This approach has developed successful global brand players like Messe Frankfurt's "Automechanika", yet growth also remains opportunity driven. How is strategy balanced with opportunity? And in an industry that is ever changing, how does a company move effectively and lastingly into additional geographical markets, as well as into other business fields? In conversation with Denzil Rankine, Wolfgang Marzin will review Messe Frankfurt's growth in recent years and address the challenges ahead for the integrated German powerhouse of our industry.

12:45 – 13:00 **Closing remarks**

13:00 – 14:30 **Business lunch**

