

IMS 2025

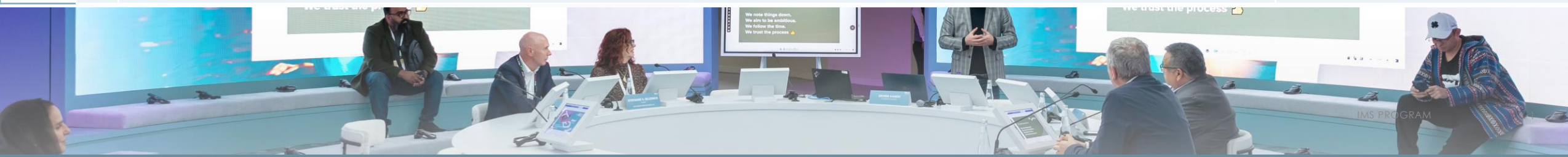
Program at-a-Glance Day 1



Program is subject to change

10:00-10:15	Opening Segment		
10:15-10:45	Ministerial Panel: Marquee Events Defining a Nation		PILLAR 01
10:45-11:10	Bridging across a Fragmented World: Delivering Global Events and Generating Growth Amid Uncertainty and Cost Fluctuations		PILLAR 01
11:10-11:30	Alliances, Joint Ventures and Industry Consolidations		PILLAR 01
11:30-12:10	MICE Adapts: Forecasting in an Era of Shortening Lead Times	International & Local	PILLAR 01
12:10-12:30	The Power of Play: Sports Events Fueling MICE Innovation		PILLAR 05
12:30-13:00	From Nice-to-Have to Need-to-Have: Sustainability Is Here to Stay		PILLAR 05
13:00-14:30	Networking Lunch		
14:30-14:50	The Renaissance of Awards: Elevating Experience, Engagement and Enterprise	International & Local	PILLAR 05
14:50-15:30	PEOs and PCOs Tracing New Revenue Growth Trajectories		PILLAR 05
15:30-16:10	Exhibitions Innovate - Part 1: Exhibitor-Audience Collaboration to Design Tomorrow's Products and Services		PILLAR 05
16:10-16:40	Exhibitions Innovate - Part 2: Mixing Business & Pleasure Experiences, Blended Audiences		PILLAR 05
16:40-17:00	Closing Day 1		

PLENARY



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Program at-a-Glance Day 2



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10:00-10:40	PLENARY	The Role of DMCs in Putting of Secondary Destinations on the Map	International & Local	PILLAR 03
10:40-11:20		Beyond the Venue: Crafting the Host City Narrative		PILLAR 03
11:20-11:35		Living Heritage: Making Craft a Core Event Asset		PILLAR 03
11:35-12:10		Blueprint to Delivery: Evolving Business Models for PCOs/PEOs		PILLAR 04
12:10-12:30		Measuring Impact, Demonstrating Value	International & Local	PILLAR 04
12:30-13:00		Growth Markets, Intensifying Competition		PILLAR 04
13:00-14:00		Networking Lunch		
14:00-14:40		The Power of Tailored Experiences	International & Local	PILLAR 02
14:40-15:20		Hybrid Is Here to Stay: Engaging and Monetizing		PILLAR 02
15:20-16:00		AI Writing RFPs and Optimizing Staffing: What's not to Love?!		PILLAR 02
16:00-16:30		Tech - Noise or Enhancer? Why We Really Attend Events		PILLAR 02
16:30-17:00		From Expo to Legacy: What Happens Next?		
17:00-17:15		Closing the IMS 2025		

