

WEDNESDAY 06/03/2024

13:30 - 16:30 Buffet Lunch (OPTIONAL FOR EARLY ARRIVALS)

Hotel ME Sitges Terramar

**Transfer to Hotel ME Sitges Terramar is on your own (taxi recommended)*

Experience the breathtaking terrace where we will warmly welcome ICCA members arriving early to the Annual Meeting, ready to savor and delight in all the diverse pleasures that Sitges has to offer.

Buffet lunch will be served from 13.30h to 15h

From 15h to 16.15h Coffee & Networking

At 16.15h walk to the meeting point in front of Pic Nic Restaurant (Passeig de la Ribera, 73, 08870 Sitges, Barcelona)

16:30 - 18:30 City Tour (OPTIONAL FOR EARLY ARRIVALS)

16:30h - Meeting Point: in front of Pic Nic Restaurant (Passeig de la Ribera, 73, 08870 Sitges, Barcelona)

Solidarity Gincana. Help those who need it most

Thanks to this gyncana, you will help those most in need while visiting the most incredible places in Sitges. Collect all the food you can by overcoming all the challenges.



Sitges & ICCA

Raising Money for a better future

(Iberian & Benelux Chapters)

The tour is set to commence at Pic Nic Restaurant and conclude at Meliá Sitges Hotel. If, for any reason, you find yourself arriving during the activity, you could contact us by a phone that we will provide. We'll ensure you receive guidance on how to join the tour seamlessly.

(Wear good walking shoes!)

19:45 Bus departure from Hotel Meliá Sitges

The buses to go to Clos La Plana will leave from the Meliá Sitges hotel at 19:45h. If you are staying in another hotel, please observe that you will need to go to Meliá Sitges to take the bus.

(15 minutes by bus)

20:00 - 22:30 Official Annual Meeting Welcome drink and Dinner (OFFICIAL PROGRAMME STARTS)

Clos la Plana

Rebuilt in 1913, Clos La Plana is a fantastic example of Catalan modernist architecture

Dress Code: Smart casual

22.30h Bus transfer back to the hotel

THURSDAY 07/03/2024

08:15 Bus departure from Hotel Meliá Sitges

The buses to go to Bodegas Torres will leave from the Meliá Sitges hotel at 08:15h. If you are staying in another hotel, please observe that you will need to go to Meliá Sitges to take the bus.

(30 minutes by bus)

09:00 - 09:30 Iberian & France Benelux annual meeting chapter opening.

Bodegas Torres

The name Torres has been associated with fine wine ever since the family planted their first vineyards in Penedès more than three centuries ago. Since 1870, when the first winery was founded, Familia Torres has been true to its roots, receiving worldwide recognition for its wines.

To walk on the family vineyards is to experience first-hand their commitment to sustainability and respect for the environment - values they have upheld for years.

09:30 - 10:30 Case Studies Session

Optimizing the Exhibitor Experience: The Role of Digital Tools at Trade Shows by David de Dios, 4foreverything

In the dynamic world of trade shows, exhibitors face a number of challenges in managing their participation. Among them are scattered communication, loss of information on the status of their participation or slowness in requesting the services they require.

To address these challenges, it is necessary to develop digital tools to streamline processes, automate them and be more efficient at the operational level, optimizing the time spent on managing participation and reducing, in turn, the percentage of errors.

In this case study we will talk about how digital tools help us to improve the exhibitor experience.

IFEMA MADRID by Ana Carrazón, IFEMA

The NATO 22 SUMMIT: Building tables and teams equal to the challenge.

Lessons learned from providing the integral project management of an international event of great magnitude which transformed Madrid into the centre of the world for 48 hours, offering an image of absolute organizational ability.

RAI Amsterdam by Thomas Mauch

Legacy of Movement - Yellow Bikes & RAI's Impact on Community Sustainability.

An overview of the two combined projects is described in separate documents, and are about presenting what the RAI is doing in working with its booking partners, and the community. In giving back, upcycling, and working on active solutions in leaving a lasting impact.

Leuven Convention Bureau - Priscilla Overdiek

A unique collaboration: Leuven A city - university alliance

Testifying on the unique collaboration that rooted the Leuven Convention Bureau which is a joint force by the city of Leuven, Tourism Department and the KU Leuven university's Conference and Events Department.



David de Dios



Ana Carrazon



Thomas
Mauch



Priscilla Overdiek

10:30 - 11:15 ICCA...what else?

Welcome to this enlightening session where you will uncover the full potential of ICCA beyond the business intelligence tool. Are you prepared to delve into the myriad features that ICCA has to offer, unlocking a realm of capabilities you may not have been aware of until now? Get ready to embark on a journey of discovery and maximize the benefits that ICCA brings to your table.



Javier Sanabria



Juan José García

11:15 - 11:45 Coffee Break

11:45 - 12:30 The Iberian, France & Benelux chapters (mini-)sharing hub

Following the success of the sharing hub at the ICCA Congress in Bangkok, we have included (by popular demand) a condensed or a mini-sharing hub session.

We aim to bring together your thoughts, experiences and actions across our sectors, territories and areas of expertise.

We will focus on 5 key areas / subjects, these will be channeled through our "subject champions" in small & intimate groups, as we aim to capture best practices and turn them into real learnings and then translate them to actionable steps... in just 45mins.

Bring an open mind and a willingness to share, and above all to help with solutions & suggestions.

12:30 - 12:45 ICCA headquarters update

ICCA Insights

Description: Dive into the heart of ICCA's journey with "ICCA Insights" a dynamic session designed to bring you up to speed on our latest endeavors and future directions. This engaging presentation will offer a comprehensive update on ICCA's foundational pillars—our core values, cutting-edge products, vibrant association community, and upcoming certifications set to redefine industry standards. As we chart our course towards a more sustainable and inclusive future, you'll gain exclusive insights into our key initiatives, including sustainability efforts and diversity, equity, and inclusion (DEI) strategies. Join us to explore how these elements interweave to shape a resilient, forward-thinking global meetings industry, and learn how you can be a part of this transformative journey.



Efi Koudeli

12:45 - 13:45 New generation tools: Empowering Destinations & Congresses through Technology - Business Cases, Theory and Live Demo

- Empowering Destinations through Technology by Amanda Lee - Simpleview

- Data driven Business Development (DdB); An AI tool developed from practice by Charles Beckers - MECC Maastricht

- New generation tools for Congresses by Jonathan Ysaye - TechForMICE



Amanda Lee



Charles Beckers



Jonathan
Ysaye

13:45 - 13:50 Group Photo

13:50 - 15:00 Lunch

Celleret

Celleret, is a magnificent restaurant situated within the vineyards. Here, we will have the pleasure of savoring a traditional meal while enjoying breathtaking views.

Get ready for a culinary experience surrounded by the beauty of the vineyards at Celleret.

15:00 - 16:30 Parallel Sessions

Parallel Sessions- choose between:

Business Exchange

Or

CSR / legacy - Define & Design: Impact for the Future

In this session we will work toward a common understanding of what impact is within the scope of member activities. We will learn how impact thinking and steering can help us focus and align our efforts to achieve common goals, and with this unified understanding of impact we will consider possible answers to key questions across the sectors. How can the city align its ambitions with the mission of the association? What is the role of the CVB? How can venues tap into and add value to legacy efforts? How do PCOs contribute to the conditions for successful impact?

The session will include interactivity, and examples of cases which illustrate best practices we can all build upon. Attendees will leave the session with the inspiration needed to take the first step toward creating impact in their own congresses and cities.

You can inform us of your choice through the [registration form](#).



Jacqueline Scheidsbach

16:30 - 18:00 Wine-tasting

We will be hosting a wine tasting event for you to savor and learn about the wines from the Penedés region.

Join us for an enriching experience as we explore the flavors and nuances of the local wines. The event promises to be both informative and enjoyable, providing a unique opportunity to discover the distinct characteristics of Penedés wines.

Wine tasting sponsored by:



18:00 Bus transfer back to Meliá Sitges

(30 minutes by bus)

20:45 Bus departure from Meliá Sitges for dinner

(15 minutes by bus)

21:00 - 01:00 Dinner & Party

PIC NIC Restaurant

Come and enjoy local gastronomy at Picnic restaurant. Its location in a privileged setting with stunning views of the Mediterranean and its relaxed atmosphere will make this experience truly unique.



Party with DJ Naara!

Her natural elegance, the sound quality she uses all combined with a refined technique and unique way of feeling the electronic music, make her sets full of energy and life. Naara is an incredibly charismatic artist with a natural gift and a serious groove!

(01:00h - bus back to the Meliá Sitges)

FRIDAY 08/03/2024

09:30 - 10:30 The AI Renaissance: Navigating the New Wave of Generative Technologies in Business and Beyond

Meeting Room: Garbi

This session delves into the groundbreaking impact of Generative AI across various sectors, with an emphasis on its transformative role in the business events industry. By drawing an analogy with the historical Renaissance, a time marked by significant innovation and creativity, we aim to showcase how Generative AI is reshaping our contemporary world in a similarly profound way. Participants will be presented with real-world examples and case studies that illustrate how Generative AI is revolutionising event planning, enhancing audience engagement, and improving operational efficiencies. Combining historical insights, current implementations, and projections for the future, this session is designed to provide attendees with the knowledge and tools necessary to leverage Generative AI's potential. Our goal is to inspire innovation and promote excellence within professional settings, preparing attendees to navigate the evolving landscape of technology and business.



Veemal Gungadin

10:30 - 11:15 ICCA Business Intelligence Highlights: Unveiling the Power of Data Brilliance

Meeting Room: Garbi

During this session you will gain comprehensive insights into optimizing the utilization of ICCA BI for all sectors. Are you prepared to unlock the full spectrum of ICCA BI's capabilities and elevate your proficiency to new heights? Get ready for a transformative experience.



Juan José García

11:15 - 11:45 Coffee break

11:45 - 13:00 Iberian Chapter Chapter Assembly

Meeting Room: Garbi

11:45 - 13:00 France Benelux Chapter meeting

Meeting Room: Llevant 4+5

13:00 Walk to lunch restaurant

After the meeting concludes, we can all walk together to the lunch restaurant via nearby stairs.

Address: Av. del Port d'Aiguadolç, 49, 08870 Sitges, Barcelona

(5 minutes walking)

13:15 - 15:00 Lunch & Farewell

Can Laury

Beautiful restaurant located on the harbour front, with incredible views and a great atmosphere. You will enjoy a Mediterranean menu including the most traditional and local dishes, fresh seafood and delicious local wines.

Make sure to schedule your return home starting at 3:00 PM to join your fellow chapter members for a delightful meal with stunning views.