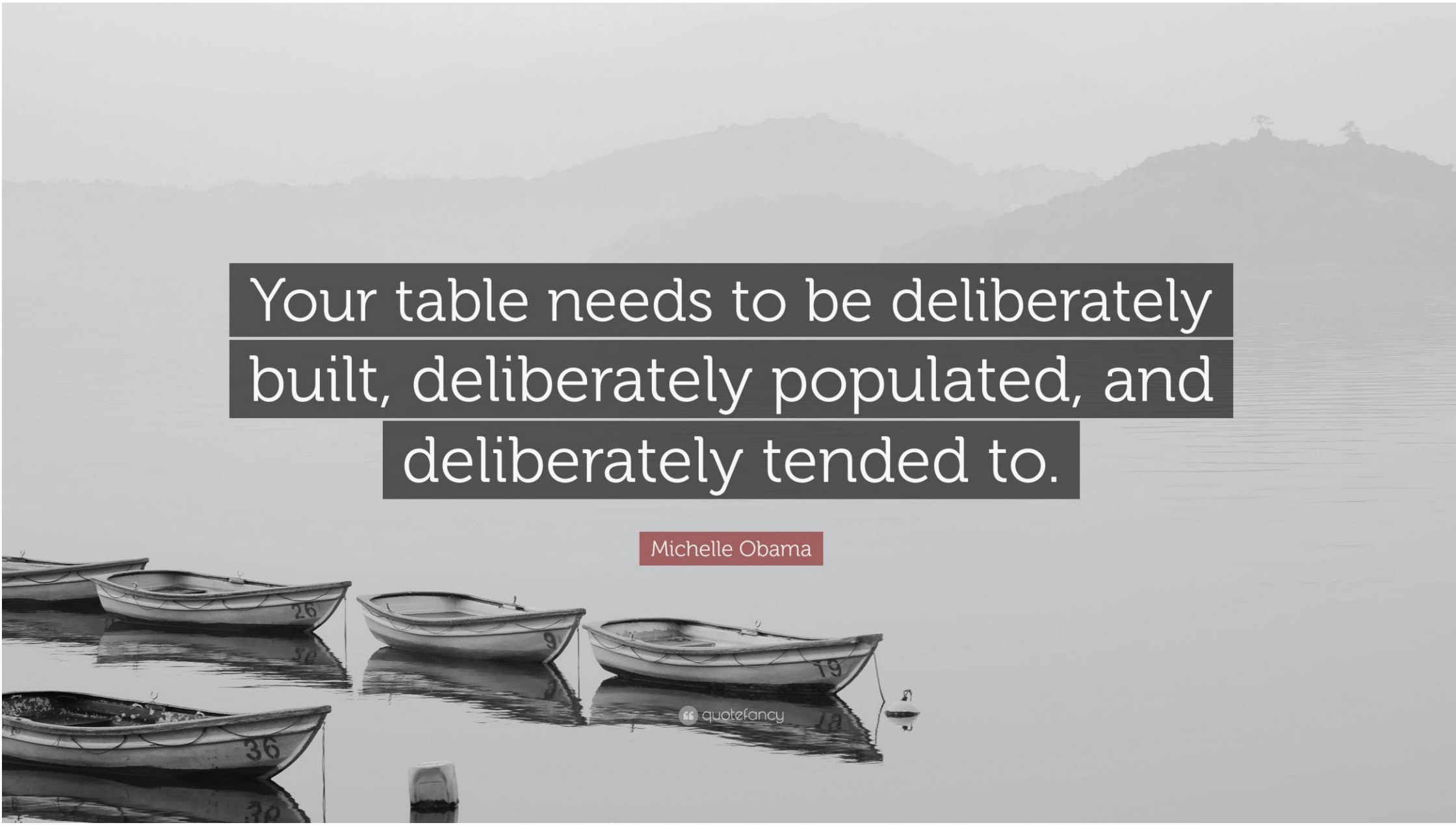




# IFEMA MADRID CASE STUDY

**Building tables  
and teams  
equal to the  
challenge.**



Your table needs to be deliberately  
built, deliberately populated, and  
deliberately tended to.

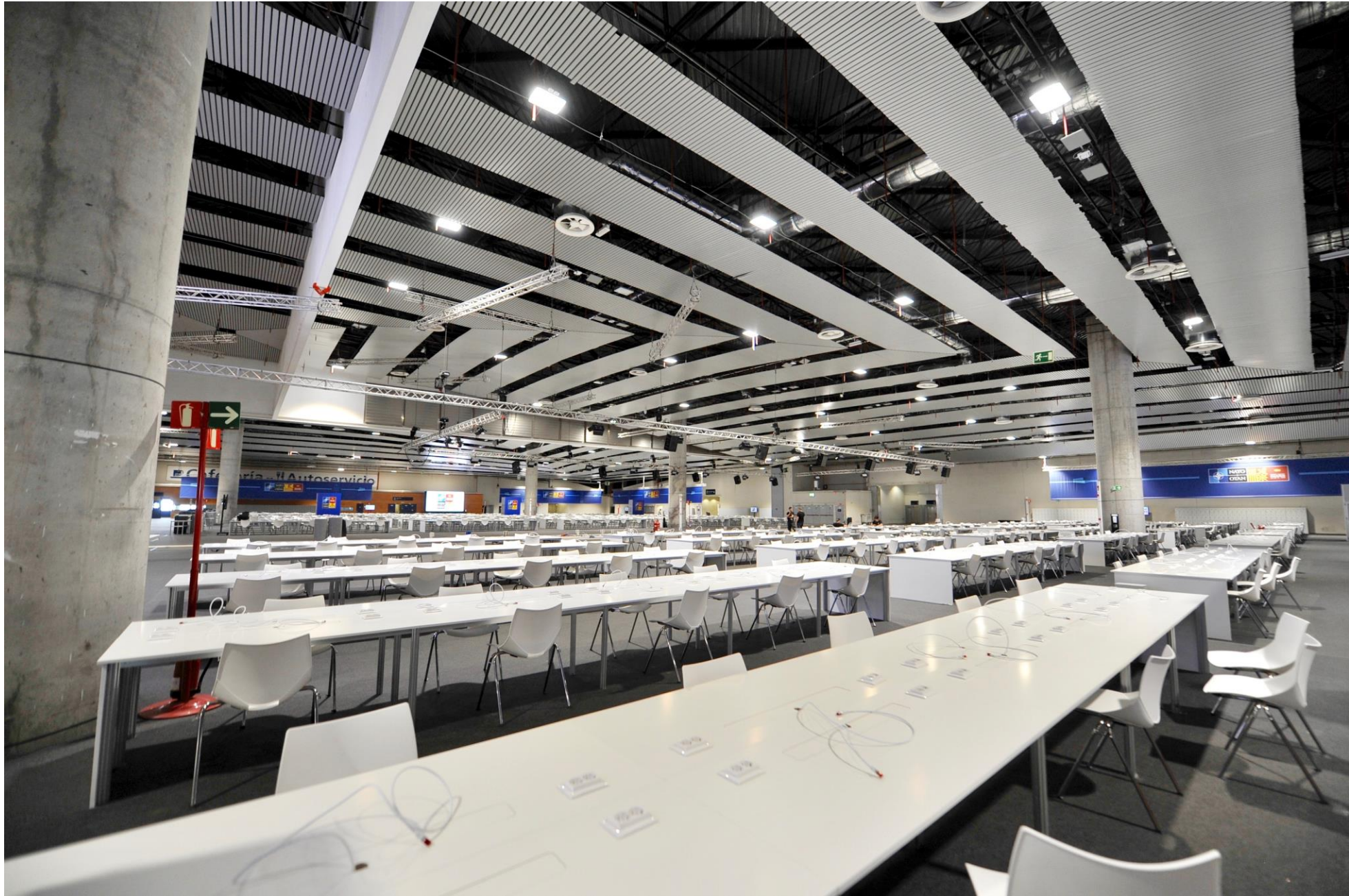
Michelle Obama













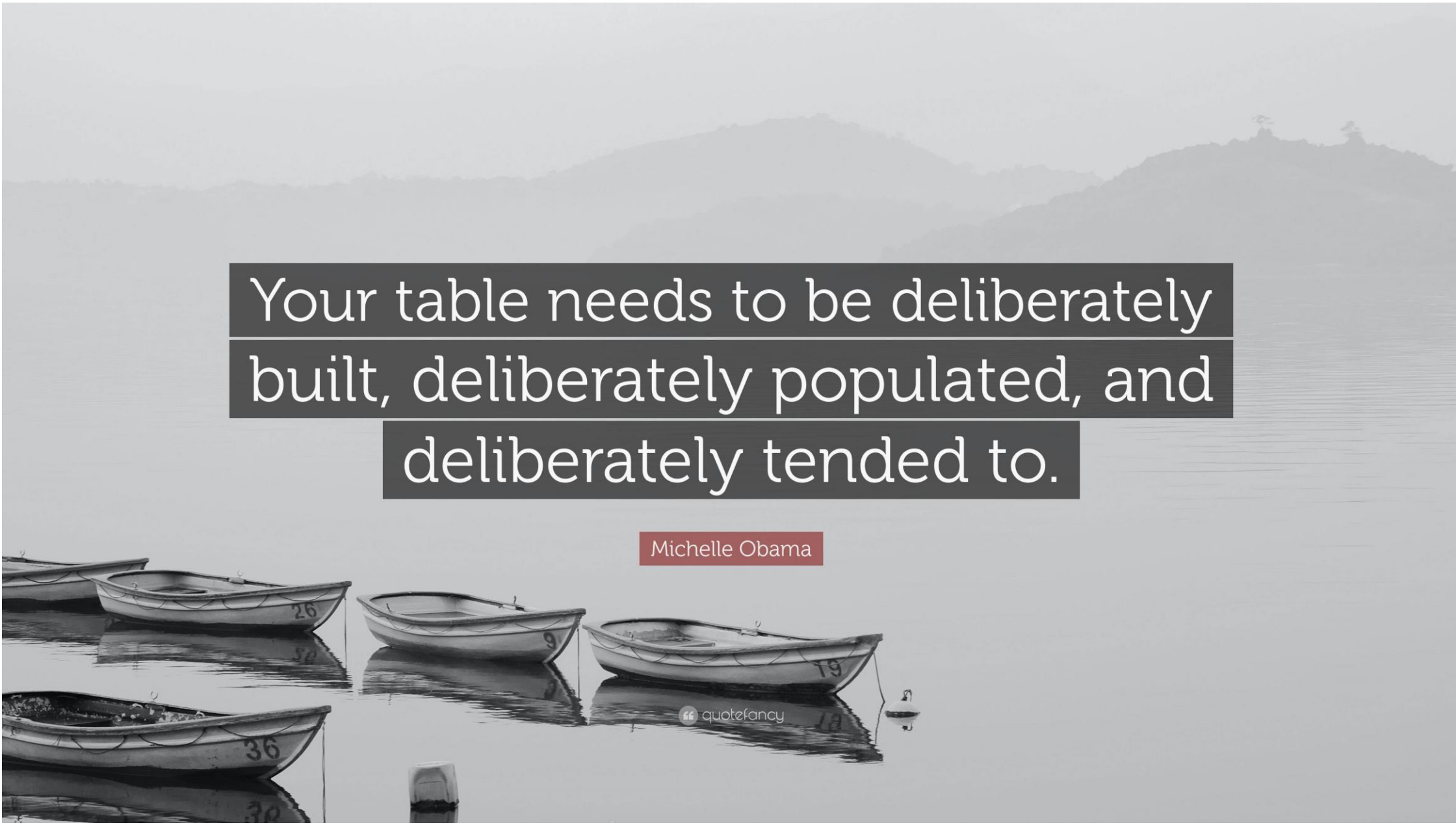




ICCA







Your table needs to be deliberately  
built, deliberately populated, and  
deliberately tended to.

Michelle Obama











**Learn to value and surround yourself  
with people who:**

**Seat you at tables not initially intended  
for you.**

**And who fight for you in rooms you  
aren't in.**