



Forum for Young Professionals

Synopsis | Forum for Young Professionals 2019

The theme: **The Future is yours – It's time to break the rules!**

We, at ICCA, believe in the future of our industry, and in you, the future generation.

And it is time to not only talk about, but also to live it. It is time to break the rules!

Let's start by giving you the platform & opportunity to tell us about the Why, the What and the How of our industry's future. We really want to listen to your ideas and visions, coming from the young professionals within our business events industry.

Hence, our concept & format of this year's forum for young professionals (FYP) is more challenging and inspiring for all of you. It will be very interactive and you will be taking the lead in creating the content that matters to you.

I. CONCEPT & FORMAT

➤ Pre-Forum

During the application process for the FYP 2019, all candidates will need to identify their challenges/ideas based on the following questions:

- How do you see the future (2-10 years) of the Business Events world?
- What are/will be the major challenges?
- What are your ideas/visions?

You will need to submit your answers & thoughts in a 2-minute video.

➤ Forum

At the forum, you will embark on a 2 ½ days journey, where it is up to you to discover, define & create some of the answers and solutions for the future to come. We, as ICCA, will guide you, and will provide the right platform and structure, to engage & interact with your participating colleagues.



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Your 5 “stops” on this journey will be:

- ✓ **Listen to the “voices”**
- ✓ **Identify convincing “ideas”**
- ✓ **Create new “solutions”**
- ✓ **Make it “happen”**
- ✓ **“Reality” check**

1. Listen to the “voices”

All selected participants will take their turn, to present their challenges/ideas in short oral presentations, in a “Speakers corner” format (all in the same room). Your participating colleagues and a small group of mentors (of our industry) will be listing & evaluating those presentations.

2. Identify convincing “ideas”

In one joint forum discussion, all participants will identify together the most convincing presentation (a total of five to ten main challenges/ideas). All mentors will support the discussion by formulating questions and also challenging those ideas.

3. Create new “solutions”

Based on the identified and chosen challenges/ideas, you will form five to six working groups (with six to seven people per group), to discuss, challenge & further develop those ideas, to turn them into possible, realistic solutions. Each group will be supported by one mentor.

4. Make it “happen”

In a following group workshop, you will look into how to implement those solutions, how to drive the changes, with a short or/and long-term perspective.

- What must be done – NOW & Later?
- What is your individual responsibility?
- Who else within the Business Events world can take the lead?
- Do we need other organisations (outside the Business Events industry) to be involved?
- Is there a timeline?
- Are there financial or organisational obstacles that must be solved, to be able to implement the solutions?



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5. “Reality” check

On Monday, one day before the IBTM World show, all participants will form the necessary number of equally sized groups (defined by and matching the number of realistic solutions).

In those groups, you will formulate the specific, corresponding questions, to be asked to the show participants (exhibitors, destinations, visitors, hosted buyers, etc.) on Tuesday, on the first day of the show.

On Tuesday, each of your groups will split further into pairs, and will walk the IBTM World show floor, asking those questions and collect their answer/ideas.

Afterwards, those pairs will team up again into your groups, prepare a short group summary of findings & conclusions, and present those at the final, closing meeting of the FYP program.

II. STRUCTURE

➤ Moderators

Ivo J. Franschitz & Henrik von Arnold, ENITED Business Events

➤ Mentors

A number of established professionals, with a good spectrum of specialist knowledge & experiences in our industry, will join the FYP 2019, to engage and support you, during those 2 ½ days.

➤ Timelines

Saturday 16/11/2019

18:00 – 19:00h Cocktail reception

Sunday 17/11/2019

08:30 – 09:30h Introduction. Icebreaker. Connect.
09:30 – 11:00h **Listen to the “voices”**

11:00 – 11:30h Networking break

11:30 – 12:30h **Identifying convincing “ideas”**

12:30 – 13:30h Lunch

13:30 – 14:15h Organizing the working groups
14:15 – 16:00h **Create new “solutions” (Part 1)**

16:00 – 16:15h Networking break

16:15 – 18:00h **Create new “solutions” (Part 2)**

19:00h Transfer to restaurant
19:30h Dinner



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Monday 18/11/2019

09:00 - 10:00h	Preparing presentations Create new “solutions” (Part 1 & 2)
10:00 - 11:00h	Presentations Create new “solutions” (Part 1 & 2)
11:00 - 11:30h	Networking break
11:30 - 12:30h	Make it “happen” (Introduction and starting the last workgroups).
12:30 - 13:30h	Lunch
13:30 - 14:30h	Make it “happen” (Continuation).
14:30 - 15:30h	Networking break & preparing presentations
15:30 - 16:30h	Presentations Make it “happen” .
16:45 - 17:15h	A guide to the tools within the ICCA World.
17:15 - 18:00h	Preparing the questions for the “Reality” check (groups of max. 2 people).
19:00h	Transfer to restaurant
19:30h	Dinner

Tuesday 19/11/2019

09:00 - 09:30h	Transfer to the IBTM World
09:30 - 11:00h	“Reality” check.
11:00 - 11:30h	Preparing the presentations
11:30 - 12:30h	Final, closing meeting. Presentations, certifications and good bye.