

the  
business  
of events

by **dt.**

**IMPACT STAGE**  
**ibtm® WORLD**

## **TUESDAY 28 NOVEMBER**

**12:30 – 12:50** **Wales: When Major Venues & Destinations Work Together**  
Ian Edwards, CEO of ICC Wales and Celtic Manor

**13:00 – 13:20** **The Business of Events: Global Destination Report**  
David Boyce, Tourism Ireland; Sarah Fleming, SFA Connect

**13:30 – 13:50** **Building Bridges – How Do You Drive The Long-Term Impact of International Conferences in a Destination?**  
Gemmeke de Jongh, Visit Flanders;  
Jan Van den Broeck, Event Masters;  
Dominique Jansen, Sales, Antwerp Convention Bureau

**14:00 – 14:20** **Impact of Conference Ambassador Recognition**  
Hosted by Failte Ireland

**14:30 – 14:50** **Future Meeting Space – Redefining Event Attendance**  
Matthias Schultze, GCB German Convention Bureau

## **WEDNESDAY 29 NOVEMBER**

**11:00 – 11:20** **Sustainable Aviation Fuel: Managing Emissions for More Sustainable Meetings and Travel**  
Nicole Sautter, AMEX

## **THURSDAY 30 NOVEMBER**

**12:00 – 12:20** **ICCA Advocacy Alliance: How Destinations Can Make a Difference**  
Senthil Gopinath, CEO, ICCA;  
Petra Stušek, Managing Director of Ljubljana Tourism.