

## IBERIAN CHAPTER ANNUAL MEETING PROGRAMME

Zaragoza | 2<sup>nd</sup>-4<sup>th</sup> April 2025

### Wednesday 2<sup>nd</sup> April

14:00 – 15:00

#### IBERIAN CHAPTER EARLY ARRIVALS NETWORKING LUNCH

Tapa's Tour el Tubo

Meeting Point: Plaza de España's fountain

*Within 5 minutes from the hotels is the Tubo area, where we will network while tasting the local specialties. On this route, we'll visit the best tapas bars in Zaragoza to sample the flavours of Spanish cuisine while discovering the city's best-kept secrets.*

15:30 – 17:00

#### WALKING CITY TOUR

*After our Tap's Tour we will go to our Meeting Point: Plaza San Pedro Nolasco (1 minute walk from El Tubo) to start our Walking city tour. Feel free to call us to join when ever you arrive.*

20:00 – 23:00

#### AUTHORITIES WELCOME SPEECH & WELCOME DINNER

Restaurante AURA

You can choose to go walking (25 min) or you can take the bus at 20h

- People hosted at Hotel Reino and H. Vincci

Meeting point: Hotel Reino main entrance

- People hosted at Hotel Alfonso and H. Oriente

Meeting point: Teatro Principal main entrance

## Thursday 3<sup>rd</sup> April

All our sessions for Thursday morning will be held at GRUPO SAN VALERO, located at Plaza Santa Cruz in Zaragozas city center, so after breakfast enjoy a 5 minutes walk from the proposed hotels to our chosen venue.

9:00

### OPENING SESSION AT GRUPO SAN VALERO MAIN HALL

9:05 – 10:00

### CASE STUDY SESSION: SHARE YOUR SUCCESS STORY AT GRUPO SAN VALERO MAIN HALL

*In this dynamic session, participants will have 15 minutes to present a business case highlighting personal development or their company's growth and achievements. We are curating a diverse mix of presentations from Associations, Meeting Planners, Venues/Suppliers, and Destinations to showcase a variety of perspectives and success stories. This is a unique opportunity to inspire, learn from peers, and gain practical insights into strategies that drive results. You'll walk away with fresh ideas and actionable takeaways to fuel your professional journey.*

**Moderator:** Begoña Ruiz • Director of Client Relations and Business Development  
Kuoni Tumlare

**Speakers:** Information soon

10:05 – 10:50

### LEVERAGING SECTOR-FIRST STRATEGIES AND ICCA BI FOR SUCCESSFUL CONFERENCE BIDS: THE SFA-C APPROACH

*The session would demonstrate how SFA-Connect uses ICCA BI to support clients, shares insights into the features they rely on most, and explains how the database has helped redefine business development strategies. From fostering alignment with local expertise to developing data-driven bids, Sara's perspective offers valuable lessons for ICCA members looking to maximise the power of ICCA Business Intelligence.*

**Introduction:** Juanjo García • Chief Sales & Marketing Officer Bco Congressos  
**Speaker:** Kate Yates • SFA-Connect

10:55 – 11:15

### ICCA HEADQUARTERS UPDATE

*The session will cover recent developments and updates regarding ICCA's headquarters, including strategic initiatives and future plans*

**Speaker:** Efi Koudeli • CCA'S Europe Director

11:15 – 11:45

### COFFEE BREAK at GRUPO SAN VALERO

11:45 – 12:30

### WORK SMARTER, NOT HARDER: AI TOOLS TRANSFORMING THE MEETINGS INDUSTRY

*Discover how artificial intelligence (AI) is reshaping the meetings industry, unlocking new possibilities for event planning and destination management. Unlock the full potential of AI with prompt engineering and practical strategies designed to revolutionize the way you work. Discover how cutting-edge solutions can streamline your workflows, save valuable time, and drive unparalleled operational efficiency, giving you a competitive edge like never before.*

**Introduction:** Joao Lemos • Porto CB | Javier Sanabria • Bco Congressos.  
**Speaker:** Alejandro García Fernández • Software Engineer.

12:35 – 13:20

## **SESSION OUT OF THE BOX DESTINATIONS /NON-TRADITIONAL CONGRESS DESTINATIONS**

*This session will explore innovative and unconventional destinations for congresses and conferences. Participants will delve into the benefits and unique opportunities offered by non-traditional locations, which can provide fresh perspectives and memorable experiences for attendees. European associations will share their insights and experiences, highlighting successful examples and discussing the potential challenges and solutions when choosing these out-of-the-box destinations. Why and how they choose other type of cities.*

**Moderator:** Joaquin Pires • Head of Mice – Turismo de Portugal

**Speakers:** Information soon

13.25 – 13:40

## **PORTO CONGRESS UPDATE**

**Speaker:** Mariana Sousa Pavão • Porto Convention Bureau

13:45 – 15:00

## **BUFFET LUNCH** at GRUPO SAN VALERO'S Patio

15:00 – 15:10

After lunch all together Walk to HOTEL ALFONSO – TRIUNFO DE BACO meeting room, venue for our next sessions.

15:15 – 16:40

## **SHARING HUBS SESSION WITH ASSOCIATIONS**

*Following the resounding success of the combined chapters sharing hubs at the 2024 congress, We are re-hacking and repeating the popular "sharing hubs." What is a sharing hub? They are small group discussions on key topics. With directed, and dictated conversations about key industry issues. With the aim of developing some key take ways, actions plans and points to make your day to day easier. The sharing hub hosts (Phil & Jorge) will start with a brief summary of results from 2024, and what was missing... With some key conversations that were started, but far from finished. The sharing hubs will be lead by hub topic champions who are from key European Associations, industry experts & opinion leaders in their own right.*

**Moderators:** Phil Cross • C.S.O BNetwork | Jorge Vinha • CEO Meu Arena

16:45 – 17.30

## **INNOVATIVE MINDSETS: UNLOCKING ADAPTABILITY AND CREATIVITY FOR THE FUTURE**

*In an industry as dynamic as MICE, professionals must continuously evolve to stay relevant. This interactive session will explore how cultivating adaptability and creativity can transform the way we approach challenges in meetings, incentives, conferences, and exhibitions. Rooted in practical methodologies like design thinking and problem-solving frameworks, attendees will engage in a hands-on group exercise to rethink traditional event strategies and embrace change with confidence. With an international perspective and insights into crosscultural communication, participants will explore how diverse viewpoints fuel innovation. Together, they'll tackle real-world scenarios where quick thinking and flexibility are key, applying creative techniques to develop adaptable solutions. By the end of the session, participants will leave equipped with actionable strategies to enhance their personal development and drive innovation within their roles, no matter where they are in the MICE ecosystem.*

**Moderator:** Indre Rutkauskaite • Marketing Director CIMGLOBAL

20:00

We will meet at Plaza de España and walk around 15/ 20 minutes to our dinner venue, Please bring comfortable shoes and enjoy the views!

20:30

## **DINNER & PARTY** at Molino de San Lázaro Restaurant

After the party, we can have a pleasant walk back to the hotels.

## Friday 4<sup>th</sup> April

All our sessions for Friday will be held at GRUPO SAN VALERO, located at Plaza Santa Cruz in Zaragoza's city center, so after breakfast enjoy a 5 minutes walk from the proposed hotels to our chosen venue.

**9:30 – 10:30**      **BUSINESS EXCHANGE** (Only for members & need to be admitted)  
Grupo San Valero Meeting Room

**9:30 – 10:20**      **PRACTICAL I.A WORKSHOP SESSION**  
Grupo San Valero Main Hall

*We'll demystify AI by showcasing a step-by-step demonstration of how to create a customized assistant using ChatGPT. This assistant can analyse RSVPs, provide insights, and automate responses, saving time while improving accuracy.*

**Speaker:** Sara Correia • CEO Spring events.

**10:30 – 11:15**      **CATALYSTS FOR CHANGE: INTEGRATING DEI AND SUSTAINABILITY IN MICE EVENTS**  
Grupo San Valero Main Hall

*In today's rapidly evolving landscape, DEI and sustainability are not just buzzwords but strategic imperatives for the MICE industry. This session explores how DEI-focussed events and sustainable practices can drive transformative change across organisations, attendees, and host communities. DEI-focussed events have the potential to enhance employee engagement, strengthen brand loyalty, and expand market reach. By addressing the diverse needs of individuals and recognising both visible and invisible aspects of diversity, these events leave a lasting, positive impact on destinations and organisations' broader goals. Attendees gain enriching experiences and valuable networking opportunities, while host communities benefit from strengthened local connections and increased opportunities for local businesses. Simultaneously, sustainability in the MICE industry is no longer optional. As planners increasingly seek zero-carbon venues, it is crucial to consider the economic, social, and environmental impacts of events. This session brings sustainability to life through an interactive game of MICEOPOLY, where delegates navigate the streets of sustainability, answering questions and setting greener goals. Whether you are just beginning your journey towards inclusivity and sustainability or redefining your existing strategies, this presentation provides actionable insights that cross borders—both geographically and in thinking. Join us to discover how integrating DEI and sustainability can cultivate a more inclusive, connected, and thriving business and social landscape.*

**Speakers:** Amanda Lee • Marketing Manager, Simpleview | Dra. Mónica Molina • Senior Changemaker, Global Destination Sustainability Movement

**11:15 – 11:45**      **COFFEE BREAK**

**11:45**              **IBERIAN CHAPTER ASSEMBLY** (Only for members) at Grupo San Valero Main Hall

**13:30**              Departure to Goralai Restaurant (1 minute from Grupo San Valero and 5 minutes from the hotels)

**13:30 – 15:00**      **LUNCH** at Goralai Restaurant & Good bye...



# ICCA IBERIAN

## chapter annual meeting



2 · 4 april 2025 · Zaragoza

Friday 4<sup>th</sup> April

For the last day of the event, we recommend leaving your luggage at the hotels, as they are close to the event venues—approximately a 5-minute walk from Grupo San Valero or Restaurante Goralai, which is the farewell restaurant.

Useful phone numbers:

**Auto Taxi:** 976 75 75 75

**Radio Taxi:** 976 42 42 42