



EventsKnowhow - Exchange

Bogotá, June 5th 2024

Housekeeping:

Script

- Length of lectures: 40 minutes
- Length of panel interaction with speakers: 20 minutes
- Length of panel interaction with audience :15 minutes



Opening Event Theme:

Reimagining Events:

Discover the engaging and innovative language of AI through wellness, destination planning, and risk management.

Panel 1. Karina Fischel

Title:

Reprogramming Our Beliefs.

- **Ignite Your Potential:** Awaken the change agent within you. Trade shows and events are catalysts for growth, learning, action, and transformation.
- **Evolve Your Mindset:** Shed old ideas and embrace a fresh vision for the future of events.
- **Experience Metamorphosis:** Discover how immersive and disruptive experiences can reprogram your thinking and behavior.

Panel 2. Stephany Santini

Title:

Human Talent Flourishes.

- **Holistic Wellbeing:** Wellbeing is a fundamental pillar for the development of human talent in the meetings industry.
- **Cultivating Potential:** Strategies to promote the physical, mental, and emotional health of event professionals.
- **An Ecosystem of Wellbeing:** Building a work environment that drives creativity, innovation, and productivity.

Panel 3. Ana Maria Viscasillas

Title:

A Destination with Shared Vision.

- **Weaving Shared Dreams:** Aligning efforts to build a prosperous and sustainable tourist destination.
- **Towards a Bright Future:** Public-private collaboration is the key to developing the tourism sector.
- **A Legacy for Future Generations:** Creating memorable experiences that inspire and transform.

Panel 4. Cathy Breden

Title:

The Team That Makes the Difference.

- **The Power of Synergy:** Event and exhibition management and organization as teamwork.
- **Inspiring Leadership:** Strengthening leadership skills to create highly efficient teams.
- **United for Success:** Effective communication and collaboration as keys to achieving common goals.

Panel 5. David Hidalgo

Title:

Multi-Destinations: A World of Possibilities.

- **Explore New Horizons:** The advantages of planning events and exhibitions in different destinations.
- **Strategies for Success:** Keys to optimizing logistics and maximizing the impact of multi-destination events.
- **A Journey Without Borders:** Discover how multi-destinations can boost your brand and connect with new audiences.

Panel 6. Stuart Ruff-Lyon

Title:

Redefining Risk.

- **Master the Game:** Innovative strategies to elevate your event risk management program.
- **Anticipate and Transform:** Minimize risks and maximize opportunities for a successful event.
- **Build Trust:** Risk management as a tool to strengthen the confidence of participants and sponsors.

Panel 7. Meredith Douglas-Sorkin

Title:

AI: The Spark That Ignites Your Events.

- **The Future is Now:** Artificial intelligence is a revolutionary event planning and management tool.
- **Boost Your Creativity:** Discover how AI can help you create personalized and immersive experiences.
- **At the Forefront of Change:** Implement AI solutions to optimize the efficiency and success of your events.

Closing Event Theme:

**¡Spark curiosity and create
a memorable experience!**

Agenda

Under Construction.

Day 1 - June 4th	Day 2 - June 5th	Day 3 - June 6th	Day 4 - June 7th
Arriving Bogotá	Panel 1,2,3,4	IAEE Session AM	Bogotá Morning Life XP
AIFEC Workshop 1	Panel 5,6,7,8	IAEE Session PM	AIFEC Workshop 2
Welcome Dinner	Speakers Dinner	Bogotá Nightlife XP	Leaving Bogotá