



- 09:00** **Welcome Remarks**
- 09:15** **Team Building Asia – Boom Time**
Stuart Harris, Co-Founder and Director, *Team Building Asia*
- 09:45** **Industry Outlook**
Our opening seminar highlights trends that event planners need to be aware of in 2014. The panel will share insights into how events industry innovation, new business models and economic conditions are shaping client expectations. Learn how you can react positively to these challenges.
- Karen Arndt**, Managing Director China, *Uniplan*
Patrick Chen, Deputy Director, International Tourism Promotion Department, *Shanghai Municipal Tourism Administration*
- Moderated by: Frankie Gao**, Managing Director, China, *MCI Group*
- 10:30** **Business Meetings** (coffee served)
- 11:45** **Stress-Free Marketing**
Don't get caught out tacking an event onto your brand without considering issues such as loyalty, target markets and why you're organising the event in the first place! Speakers share ideas on organising stress-free brand events that make those countless hours and budget management all worthwhile.
- Mariska Kiewiet de Jonge**, General Manager, *Benelux Chamber of Commerce*
Darren Chuckry, Executive Director Client Services, *Uniplan*
Angela Lock, Deputy Executive Director, *The British Chamber of Commerce*
- Moderated by: John Crozier-Durham**, Foreign Service Centre Business Development Manager, *Shanghai Tony Tang Law Firm*
- 12:30** **Lunch**
- 13:45** **Team Building Asia – Need for Speed**
Stuart Harris, Co-Founder and Director, *Team Building Asia*

14:15

Hosting Global Events

Incentive gatherings, training events and corporate events are becoming essential motivational tools if companies are to remain competitive. Globally, more corporate meetings are being tailored to the needs of different audiences – but how can planners successfully adapt these practices outside of China?

Priscilla Chan, Founder and Director, *Speaker Connect*

Eric Cuthbertson, Vice President of Operations, *AEG China*

Leo Tang, Founder and CEO, *Eventown Group*

Moderated by: Lisa Moi, Senior Marketing Director, Corporate Marketing, *Reed Exhibitions China*

15:00

Business Meetings (coffee served)

16:15

Don't Fear Technology!

Enhance the experience of delegates by making effective use of mobile apps and other technology. Find out how to leverage event industry innovation to help reduce costs, measure delegate feedback, create networking communities, share pictures and more.

David Litteken, Managing Director, *BI WORLDWIDE China*

Thomas Meyer, Co-Founder, *Mobile Now Group*

Nicky Szmala, Digital Director China, *Geometry Global*

Michelle Toy, Vice President, Global Marketing APAC, *State Street*

Moderated by: Tom Schutyser, Business Development Director, *Letsface*
(Member of the board of Directors, Shanghai Benelux Chamber of Commerce,
Partner - RiverBanks Investments
Owner and Director, Globe & Seas Bvba)

17:00

Closing Remarks and Prize Presentation