



PROGRAMME 2011

WEDNESDAY 7 SEPTEMBER

From 1500 Beat jetlag and cabin fever, join the outdoor leisure activities – cycling, walking and more!

1900 **OPENING NIGHT ‘DO’!**

THURSDAY 8 SEPTEMBER

From 0630 **BREAKFAST**

0815 **REGISTRATION & COFFEE**

0900 **DELEGATE INTRODUCTIONS** by **Trevor Foley**, Summit MD and **SimonKimble**, Summit Chairman

0930 **BACK BY POPULAR DEMAND...**

The global exhibition organising market

Key country market data and trends, the outlook for growth across the globe and a spotlight on M&A and partnerships.

Denzil Rankine, Chief Executive, AMR International

1000 **The Mary Nightingale interviews – Part I**

The Future of the Global Events Industry

a) Stephen Brooks, Chairman, Mack Brooks Exhibitions Group

Mack Brooks has over a 15 year period grown from 6 to 40 events worldwide per year. Over the past five years it has doubled profitability and the company now operates in 15 countries across three continents. How has Stephen done it and how does he see the industry's future?

b) Nancy Hasselback, President & CEO, Diversified Communications

Diversified has experienced rapid growth during Nancy Hasselback's tenure, which began in 1979. She joined as Editor of Seafood Business magazine, moved to VP of Business Development in 1983, and became President and CEO in 2003. Significant developments include acquisition of Australia's leading exhibition firm, expansion into Canada, launches in Europe and Asia, and further acquisitions in the UK, Hong Kong, India and the US.

Nancy's view of the world is of interest to everyone!

1045 **COFFEE BREAK**

- 1115 Global company strategy – Take I**
Simon Kimble, CEO, Clarion Events
Simon sets the scene for how he and fellow MD's will be outlining their corporate global strategies. These 20 minutes sessions will look at target growth levels, organic versus acquisitional and industry sector/ territory splits. Also, digital revenue expectations, talent growth and the risks to the strategy and business in general. Simon goes first!
- 1135 The Mary Nightingale interviews – Part II**
The future of Digital and Live Media collaboration
- a) **David Levin, Group Chief Executive, UBM**
David has led UBM's journey from a print-dominated business to one that generates most of its profit from events, exploring burgeoning opportunities in emerging markets and in new formats like virtual events.
- David talks about how it's going and where it's going!
- b) **Galen Poss, COO, DMG**
Galen was President of Hanley-Wood Exhibitions from its inception in January 2000 until June of 2009. Prior to this, he spent six years with the Dallas Division of Miller Freeman, Inc. as Group President with overall responsibility for eight market sectors and multiple geographies.
- Galen began his career in the events industry in 1977. In 1983 he formed Precision Planning & Sales (PPS), Inc., an exhibitions management company providing exhibition and conference services for associations. He sold PPS to Miller Freeman in November of 1993.
- Galen gives his views on the issues surrounding the convergence of live and digital media.
- 1225 Global company strategy – Take II**
Jane Risby-Rose, Global EVP, UBM Events
Jane Risby-Rose has specific, strategic responsibility for accelerating event development via shared best practices and innovation across UBM worldwide.
- Jane shares how this is shaping UBM's global strategy.
- 1245 LUNCH**
- 1415 Global company strategy – Take III**
Roland Bleinroth, Managing Director, Messe Stuttgart
Messe Stuttgart has had a very interesting recent history ... making a big noise in the German market and recently embarking on an international strategy. Over the last five or six years they have arrived in South Africa, Turkey and China, with plans to expand into other territories. Clearly Messe Stuttgart is at the other end of the international expansion agenda to the likes of Reed and UBM ... but they are very ambitious. Roland Bleinroth tells all!

- 1435** **A case study - two in fact!**
Labelexpo & The Off-Price Show
Doug Emslie, Group Managing Director, Tarsus Group and Chris Meyer, Vice President of Sales, Las Vegas Convention & Visitors Authority
Doug joined Tarsus when it launched in 1998 as Finance Director, becoming Group Managing Director in 2000. He is Chairman of the Association of Event Organisers and Chairman of the Events Industry Alliance. Doug has steered Labelexpo from a single European show to its status as the first global show brand.
- Chris, CEM, CMP, is vice president of sales for the Las Vegas Convention and Visitors Authority (LVCVA). Meyer joined the LVCVA in 2000 as manager of convention center sales, moved to director of convention center sales and was promoted to his current position in 2007. Prior to joining the LVCVA, Meyer worked at the Sands Expo & Convention Center & Venetian Resort Hotel for 10 years, including serving as director of sales and marketing.
- The Off-Price Show started in a tent in the Vegas desert. Doug and Chris explain how it has become the second largest fashion show in the US after Magic
- 1435** **The 2011 VAT package rules, has your business adapted to these changes?**
(Astor Two) Conor Condon, VAT Compliance Manager, Taxback Group
As an event organiser, tfconnect is gaining enormous value from working with the global VAT reclaim organisation, **TaxBack**. With UK VAT at 20% the service is providing great value to delegates at our events. During the seminar, you will be able to learn not only about the savings you can deliver for your customers but also the revenues you can generate as a result!
- 1515** **COFFEE BREAK**
- 1545** **Global company strategy – Take IV**
Nick Forster, Group Commercial Director, Reed Exhibitions
Nick Forster has over 25 years experience in the exhibition industry and has played a strategic role in building Reed into the world's most global exhibition network. He joined Reed International in 1980 becoming UK Finance Director of Reed Exhibitions in 1983 and after various other roles was appointed Commercial Director of Reed Exhibitions worldwide in 1994.
- Nick presents Reed's global strategy in 20 minutes!
- 1605** **And now for something completely different!**
Bruce Robinson, Commercial Director, The Sapphire Group
In January 2006, the roof of the Katowice Exhibition Centre in Poland collapsed. This incident resulted in the death of 65 people at a consumer Pigeon exhibition. "On Duty" was Expomedia's Poland MD, New Zealander Bruce Robinson. What happened to Bruce over the following weeks, months and years is a human horror story. However, it is also a Disaster Recovery case study that all CEO's need to hear!

1645 CHAIRMAN'S WRAP
Simon Kimble and Denzil Rankine take a look at how day one has gone.

1700 END OF DAY ONE

1930 Pre-Dinner drinks reception

2000 BIG NIGHT IN!

FRIDAY 9 SEPTEMBER

From 0630 BREAKFAST

From 0815 COFFEE

0900 The Chairman looks back at Day One and introduces Day Two

0915 Global company strategy group discussion
Chaired by **Chris Hughes, CEO, Brand Events**

1015 David vs Goliath
David Audrain, President & CEO, Messe Frankfurt USA & Cliff Wallace, MD, Hong Kong Convention And Exhibition Centre

It seems that the US event market is recovering very quickly from the economic downturn. Does this mean that US organisers are now ready to 'export' and develop partnerships with global organisers or are they still saddled with debt and focused on national agendas?

The Chinese event scene seems "unstoppable" and the 12th five year China plan specifically mentions exhibitions as a platform that will contribute to the growth of the Chinese economy. However, despite the proliferation of new venues, is there a feeling that shows are quickly becoming 'wall-bound'?

This session will look at the two markets and ask:

- About the risks & opportunities in each country
- Which market presents the best opportunities for international organisers both now and in the future?
- Which country provides for the best partnerships?
- Which country's organisers will be the best event 'exporters' in the future?

1055 COFFEE BREAK

1125

A view from the floor

Roger Shashoua, Benisha Limited

Over the past four decades, Roger has created, built up and sold 4 large scale international businesses from scratch.

He entered the Middle East in the 70's, China in the 80's, Russia in the 90's and back into Europe and India in the 00's. He has written two books on his exploits in these territories, "Paper Millionaire" and "Dancing with the Bear".

We've asked Roger to give his views on the current global landscape of our industry and to give his appraisal of what he has heard in the Summit. Those who know Roger will know that he says it as he sees it.

1155

The financial and strategic review

Simon Kimble, with Lorna Tilbian of Numis Corp, Denzil Rankine and the audience, will review the issues covered in the last day and a half.

Lorna will, from an industry investor perspective, look at what has impressed her during the Summit and what has not! Did she make sense of the discussions and where would Lorna advise people to go for investment?

Lorna will also give an overview of the media landscape and where she sees our industry within it.

We will ask Denzil how he feels we are addressing the current key issues highlighted in his opening presentation.

Simon will give his own reflections from a business management perspective and, of course, seek input from the floor to wrap up the Summit before we head off to put it all into practice!

1245

CHAIRMANS WRAP!

1300

LUNCH

END OF SUMMIT