



## **IMEX-MPI Future Leaders Forum**

**San Jose, Costa Rica**

**Tuesday 10 March 2009**

**09.30 – 10.00**

Registration –

**10.00 – 10.15**

**Welcome and Introduction to Leadership**

The Forum will be moderated by Tom Hulton, Director of International Relations, IMEX

**10.15 – 11.00**

**The Meetings Industry – not a job but a career!**

Tom Hulton and Maria Jose Alvez Saravla, Manager Latin America ICCA

**Synopsis**

*What is the meetings Industry? How is this buoyant, valuable and expanding industry viewed by its employers and employees around the world especially in these troubled economic and political times? Is this an industry that you want to enter and enjoy as an exciting and worthwhile career? Tom and Maria Jose look at developments, trends and the sustainability of the meetings industry with specific focus on the Latin America market followed by an open discussion*

**11.00 – 11.30**

**Coffee break**

**11.30 – 12.00**

**“Career development and education for Meeting Professionals”**

Didier Scaillet Director Global Strategy Meetings professional International (MPI)

**Synopsis:**

*The development of meetings management curricula within academic institutions provides employers with more and more skilled young professionals who are deciding to work within the meetings industry. But do you know that there are actually career pathways within the meetings industry? If you decide to enter into the meetings industry, discover and explore the career opportunities lying in front of you!*

**12.00 – 13.00**

**Creating the perfect event!**

### **Synopsis**

*Creativity has become one of the most important characteristics for a successful career in the meetings industry. Teams will be asked to create the perfect event for a major conference and will work together during this session to present the winning formula to a panel of distinguished judges later in the day.*

**13.00 – 14.00**

**Lunch**

**14.00 – 14.30**

### **Trends in the Meetings Industry – The International marketplace**

Arnaldo Nardone Marketing, Sales & Convention Director Radisson Montevideo Victoria Plaza Hotel

### **Synopsis**

*A detailed look at what is happening in the International market place. Is this the market place that you would like to work in? Do you see a future for yourself beyond Latin America? As one of the most respected and successful international executives in the meetings industry, Arnaldo will share with you his experiences and thoughts on developing a career in this exciting and challenging industry.*

**14.30 – 15.00**

### **Presentation: 'Have you got what it takes to be a successful salesperson?'**

Lisa Altieri Associate Vice President Business Development Puerto Rico Convention Bureau

### **Synopsis**

*We are all sales people at heart. Or are we? Are we born with these important skills or can we develop them and are they important in becoming a true leader? Lisa, who has developed a highly successful sales career, will share some of her secrets with you!*

**15.00 – 15.30**

### **The Role of the Professional Conference Organiser**

Walter Mendez Director General ATP International

### **Synopsis**

*It has often been said that the only way to make money in the meetings industry is to become a PCO! Walter will explore this myth (or truth) and share his secrets of managing one of the most successful PCO companies in Latin America. What is expected of a PCO? Is this the job for you? How does a PCO fit into the complex and fragmented world of the meetings industry? Walter will reveal all to you!*

**15.30 – 15.45**

**Coffee break**

**15.45 – 16.15**

### **A career in a Convention Bureau – Creative Marketing**

Jose Cangiano President Costa Rica Convention Bureau and Market Director – Sales and Marketing Marriott Hotels & Resorts

### **Synopsis**

*Live meetings and events are playing an increasingly important role in the marketing strategies adopted by associations and corporations. The Convention Bureau plays a vital part in attracting these meetings to a destination and gives*

*enormous scope to creative marketing. If a career in marketing appeals to you, then this session will open your eyes to what can be achieved*

**16.15 – 17.15**

**Creating the perfect event!**

Presentations from the teams

**17.15 – 17.30**

Summary of day and Presentation of Certificates

**Supported By**

