



Connections everywhere!

ibtm world is full of innovative and inspiring moments. It is about enjoying a special event, experiential and sensorial. Here is a summary of the not-to-be-missed activities this year.

Work and play

Enjoy exhibitors' presentations, entertainment and their hospitality (the networking hour could be one of the best of the show!). Tonight, be sure you don't miss the Welcome Reception (Hall 3) with a special theme of sports in Barcelona.

Show Floor, all 3 days

Open your mind in the Innovation Zone

A classic! This area is packed with new ways to engage your audience. Come and experience it for yourself.

Innovation Zone

Wow! education

Learn how to use colour to communicate, implement SMM, engage the senses to communicate, have effective coffee breaks, storyboard your event, how C2MTL connects people, effective networking, how rock'n roll creates fandom... and come out as an inspired professional! And much much more...

ACS Knowledge Theatre, all 3 days

Tech in your hands

The Education and Innovation Zone are full of tech moments for you to try. Take part in online polls and Q&A's throughout the educational sessions with Slido. Use the official event app to see sessions or connect with other professionals. Experience tech first hand and get to know the Top 10 Innovations, showcased in the Innovation Zone.

ACS Knowledge Theatre + Innovation Zone

Experience an inspiring learning environment

... complete with fragrance, new formats, cool set-up and decoration. The new Knowledge Village by ACS, consisting of four theatres, provides a 'learning hub' on the show floor, making it more accessible. Besides being a place for great content, it is an experience in itself. Drop by!

ACS Knowledge Village, all 3 days

Get immersive

From Deborah Armstrong's "What Can We Learn From Immersive Events?" to "Engagement at Events", where Kevin Jackson, will unpack what engagement at events means, you will see solutions for multisensory and immersive events. The science behind this trend tells us that the more participants' senses are stimulated, the more memorable the meeting experience will be for them, as more parts of their brains are activated.

ACS Knowledge Village

Eat, drink, and...

Meet your peers in the two Plazas where you can enjoy fine gastronomy in a really cool setting.

Cava & Seafood Plazas, Tapas Plaza

The show is all in place, now it's up to you to raise the curtain. Enjoy!

DESTINATIONS



The Hague leads the way

In a competitive bid, **The Hague** has beaten Paris and Belgrade to host One Young World 2018, the main international forum for young leaders. The conference will attract 1,500 future world leaders from more than 190 countries, whose objective is to work towards a better world by dealing with issues such as justice, peace and the environment. The event will be held in World Forum and sister venue Peace Palace.

According to officials, "The Hague put forward a passionate proposal which, coupled with its standing as the International City of Peace and Justice, caught the attention of the One Young World bid committee."

Delegates are mentored by today's world leaders such as Desmond Tutu, Bill Clinton, Mary Robertson and Kofi Annan. "By hosting One Young World in The Hague, we can create a legacy for the youth of The Hague, The Netherlands and the world," said The Hague's alderman for economic affairs Karsten Klein. "In addition to enabling young people to experience the values of an international city of peace and justice, we can strengthen the role of youth in these areas by giving them a voice and by listening. Hosting 1,500 future world leaders during One Young World's annual summit in 2018 will greatly benefit The Hague's international profile."

Stand F30



Strasbourg struts its stuff

A rally through vineyards, raft building and racing, or less high octane Master Chef style incentives are just some of the options for groups in Strasbourg, and **Strasbourg Convention Bureau** is promoting the colourful range of activities that can be organised by local DMCs.

Alsacexpress from Insolit'Pro is a vintage car rally, on the wine route, which can be combined with a treasure hunt or photography competition to introduce delegates to Alsace's countryside. Seeking out unusual facts, a ruined castle or a photo rally on board a small train can also be part of the day-long activity. Or for a half day, try the more concise Strasbourgexpress.

More hands-on is Maorn's raft building and racing challenge and if a delegate's craft proves less than waterproof, canoes can be provided. Or for the cerebrally inclined, Takamaka's games such as the Taka Culture Quiz, might fit the bill – a remake of Trivial Pursuit that mixes general knowledge questions with a special section about the host organisation to reinforce company culture.

Stand D50



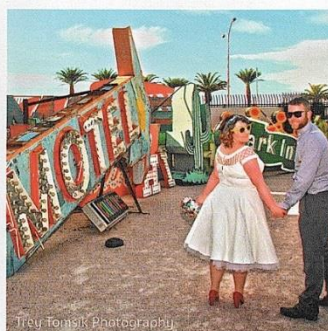
Engineering physics professor Filip Tuomisto has been voted Espoo Ambassador 2015. The professor is from Aalto University School of Science and will act as congress ambassador of **Espoo** in Finland and abroad. He is the seventh person to hold the position.

Stand E05



Bordeaux's new stadium has opened with a capacity of 42,000 and is the largest arena in south west France. Designed by Herzog & de Meuron, the facility hosted the 2015 Rugby Top 14 in June and will hold Euro 2016 UEFA football championship.

Stand D50



Las Vegas thinks big

Never one to hold back, **Las Vegas** is pulling out all the stops with an \$8.2 billion (£5.3 billion) investment in infrastructure projects, including a 20,000-seat arena, three hotels with an aggregate 4,500 rooms, several entertainment areas that feature shopping and dining, plus upgrades and renovations to many Las Vegas favourites.

In addition, a host of business wins continues to shore up the city's credibility as a MICE destination, most high profile of which is the final 2016 Presidential Debate on October 19, 2016, to be held at the Thomas & Mack Center on the campus of the University of Nevada Las Vegas.

Attractions at Las Vegas include Caesars Entertainment Corporation, which has emerged from a \$223 million transformation of the Quad Resort & Casino into The LINQ Hotel & Casino with 2,253 rooms and new retail and spa amenities. The Neon Museum has an outdoor exhibition space, the Neon Boneyard, and houses more than 150 vintage Las Vegas neon signs, ranging from the 1930s to the present day.

And Cirque du Soleil continues to dazzle audiences all along the Strip, with eight shows in a number of properties. Bellagio's "O" – the troupe's first foray into aquatic theatre, which features a pool containing 1.5 million gallons of water – is a particular draw.

Stand N70



Istanbul has been named Best MICE Destination Europe at the Business Destination Travel Awards, a reflection of time and effort invested by the **Istanbul Convention and Visitors Bureau (ICVB)**. The city also ranked 9th in the recently released ICCA 2014 city and country rankings, maintaining its top 10 position.

Stand E30



Thailand triumphs

After a highly successful 2015, **Thailand Convention and Exhibition Bureau (TCEB)** is to entice European MICE stakeholders to the country with a raft of promotions and packages at ibtm world 2015.

In 2015, Thailand embarked on a series of road shows, trade missions and trade shows to back up the launch of its communication campaign 'Thailand CONNECT...Our Heart, Your World' to considerable effect: "The achievements we announce at ibtm world stem in part from the overwhelming response of the European business events market," said TCEB's president Nopparat Maythavekulchai.

"We are building on this strong legacy for 2016, while highlighting the bureau's proven strategy of establishing public-private-people partnerships, we are stepping up our presence worldwide through our strategic partnership agreement with ibtm events, kicking off in Barcelona, Spain."

Stand H50



Montréal has ranked first in the ICCA 2014 city ratings, having hosted 79 international events. It holds pole position for the fourth consecutive year. International conventions held at the Palais des Congrès de Montréal during 2014-15 drew 52,000 participants and generated nearly \$106m for the local economy.

Stand N60



Norway is celebrating its popularity thanks to the annual report of the Union of International Associations (UIA), whose survey of meetings held by international organisations kept Norway in the 20 most sought-after destinations.

Stand F15



For the second year running, **Barcelona** has won Europe's best destination for meetings and conferences at the 2015 World Travel Awards held in Sardinia. As leader in the European section, the city will go on to compete against other regional winners for the worldwide prize.

Stand C50