# [ Business Programme. Day 1 ]

**MEET GLOBAL MICE CONGRESS**

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|---|---|---|---|---|---|
| **Amphitheater Hall (2nd floor)** *up to 450 pax*<br>*The Main Business Event of the Day and Keynote Arena* | **Valdai Hall (1st floor)** *up to 140 pax*<br>*Track "Conferences & Exhibitions"* | **Seliger Hall (1st floor)** *up to 70 pax*<br>*Track "Global Trends & Analytics"* | **Press Hall (2nd floor)** *up to 150 pax*<br>*Track "Destiantions & Associations"* | **Hall A** | **Hall B** |

**08:30 – 10:00   Registration & Welcome Coffee**

| Amphitheater Hall | Valdai Hall | Seliger Hall | Press Hall | Hall A | Hall B |
|---|---|---|---|---|---|
| **10:00 – 10:15**<br>**Official opening of the Congress** | | | | | |
| **10:15 – 12:00**<br>Plenary discussion<br>*Unity through Open Diversity: New Opportunities for the MICE industry* | | | | | |

**12:00 – 12:30   Coffee Break**

| Amphitheater Hall | Valdai Hall | Seliger Hall | Press Hall | Hall A | Hall B |
|---|---|---|---|---|---|
| | **12:30 – 13:30**<br>Case presentation<br>*Organisation of large exhibition/conference projects with international participation* | **12:30 – 13:30**<br>Panel discussion<br>*Personalisation and gamification: trends shaping the future of the MICE industry* | **12:30 – 13:30**<br>Panel discussion<br>*The Ecosystem of Success: Crafting a Winning Bid for Association Events* | **12.30 – 17.00**<br>Presentations of MICE Destinations | **12.30 – 17.00**<br>Presentations of MICE Destinations |

**13:30 – 13:45   Coffee Break**

| Amphitheater Hall | Valdai Hall | Seliger Hall | Press Hall | Hall A | Hall B |
|---|---|---|---|---|---|
| | **13:45 – 14:45**<br>Panel discussion<br>*New horizons for the global exhibition industry: strategies for the future* | **13:45 – 14:45**<br>Case presentation<br>**Key trends in the MICE industry and their implementation** | **13:45 – 14:45**<br>Panel discussion<br>*Large-Scale Events: A Catalyst for Growth or a Source of Risk for MICE Destinations?* | | |
| **15:00 - 15:45**<br>Keynote<br>**AI as a Co-Organizer: How Technology Is Changing the MICE Experience** | | | | | |

**14:45  – 16:00   Coffee Break**

| Amphitheater Hall | Valdai Hall | Seliger Hall | Press Hall | Hall A | Hall B |
|---|---|---|---|---|---|
| | **16:00 – 17:00**<br>Panel discussion<br>*Organizing a Successful International Conference: A Guide to Avoiding Common Mistakes* | **16:00 – 17:00**<br>Panel discussion<br>*Effective MICE Destination Marketing: Actionable Insights and Strategies* | **16:00 – 17:00**<br>Case presentation<br>**Attracting major associations / initiating own international events** | | |

# [ Business Programme. Day 2 ]

**Amphitheater Hall (2nd floor)** — *up to 450 pax*
*The Main Business Event of the Day and Keynote Arena*

**Valdai Hall (1st floor)** — *up to 140 pax*
*Track "Conferences & Exhibitions"*

**Seliger Hall (1st floor)** — *up to 70 pax*
*Track "Global Trends & Analytics"*

**Press Hall (2nd floor)** — *up to 150 pax*
*Track "Destiantions & Associations"*

**Hall A**
*Be Smart*

**Hall B**
*Be Smart*

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**08:30 – 10:00   Registration & Welcome Coffee**

**10:00 – 10:45**
**Keynote speaker**

**10:45 – 12:00**
Plenary discussion
**The Future of MICE: Unlocking New Pathways to Growth**

**12:00 – 12:30   Coffee Break**

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| **12:30 – 13:30** Case presentation **Working with VIP clients and their requests in the MICE industry** | **12:30 – 13:30** Panel discussion **Defining Event Success: Aligning Client and Agency Viewpoints** |

**Hall A — 12:30 – 14:00**
Training
**AI in MICE: The Fundamentals (Part 1)**
*Registration required, in Russian only*

**Hall B — 12:30 – 14:00**
Training
**Trends in B2B sales: The Fundamentals (Part 1)**
*Registration required, in Russian only*

**13:30 – 13:45   Coffee Break**

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| **13:45 – 14:45** Panel discussion **MICE 5.0: How Neurotechnology and AI are Shaping the Future of Business Travel** | **13:45 – 14:45** Case presentation **How to grow from a small MICE agency into a company with a large portfolio of projects?** |

**Hall A — 14:00 – 14:30   Coffee Break**

**Hall B — 14:00 – 14:30   Coffee Break**

**14:00 – 17:00**
**B2B workshop**

**14:45 – 15:00   Coffee Break**

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| **15:00 – 16:00** Panel discussion **The Experience Economy in MICE: How to Monetize Client Emotions?** | **15:00 – 16:00** Panel discussion **Incentive Travel from Asian Clients: A Chance to Win the Big Game** |

**Hall A — 14:30 – 16:00**
Training
**AI in MICE: Practical Applications (Part 2)**
*Registration required, in Russian only*

**Hall B — 14:30 – 16:00**
Training
**Trends in B2B sales: Practical Applications (Part 2)**
*Registration required, in Russian only*