BUSINESS AGENDA. DAY 1

As of November 3, 2026

Amphitheater Hall (2nd floor)	Hall 1 (Floor 1)	Hall 2 (Floor 1)	Hall 3 (Floor 1)
up to 450 pax	up to 78 pax	up to 60 pax	up to 48 pax
The Main Business Event of the Day and Keynote Arena			

08:30 – 10:00 Registration & Welcome Coffee

10:00 – 10:15
Official opening of the Congress

10:15 – 11:30
Plenary Session
The Anatomy of Success in MICE: From Ideas and Tools to Tangible Results

11:30 – 12:30 Coffee Break & Networking

12:30 – 13:15 MICE PULSE
Panel Discussion
The Economics of MICE: Evolving Models and New Growth Engines

12:30 – 12:45 In-Session Break

12:45 – 13:15 MICE DNA
Case Session
MICE Destination Promotion Through Local Cultural Code

12:30 – 12:45 In-Session Break

12:45 – 13:15 MICE LAB
TED Talk
Stress is a System Error: How Algorithms Cure Team Burnout

13:15 – 14:15 Lunch & Networking

14:15 – 15:00 MICE DNA
Panel Discussion
The MICE DNA of the Global South: Culture, Partnerships, and Expansion Strategies

14:15 – 14:30 In-Session Break

14:30 – 15:00 MICE LAB
Case Session
Plan B as a Strategy: Success Stories Where Everything Went Wrong

14:15 – 14:30 In-Session Break

14:30 – 15:00 MICE PULSE
TED Talk
The Business Travel Revolution: How Young Talent is Forcing a Budget Rewrite

15:00 – 15:30 Coffee Break & Networking

15:30 – 16:15 MICE LAB
Panel Discussion
Digital Transformation of Events: A Passing Trend or a Strategic Asset?

15:30 – 15:45 In-Session Break

15:45 – 16:15 MICE PULSE
Case Session
The Price of Entry to BRICS+ Markets: Real Math, Hidden Costs, and Barriers

15:30 – 15:45 In-Session Break

15:45 – 16:15 MICE DNA
Debates
In-House vs. Agency: Who Actually Saves the Client Money?

16:45 – 18:00 Coffee Break & Networking

* The program is subject to change

BUSINESS AGENDA. DAY 2

As of November 3, 2026

Amphitheater Hall (2nd floor) — up to 450 pax	Hall 1 (Floor 1) — up to 78 pax	Hall 3 (Floor 1) — up to 48 pax
The Main Business Event of the Day and Keynote Arena		
08:30 – 10:00 **Registration & Welcome Coffee**		
10:00 – 11:00 **Coffee Break & Networking**		
11:00 – 11:45 Keynote Speaker		
	11:45 – 12:30 **Coffee Break & Networking**	
	12:30 – 13:00 MICE DNA TED Talk The Experience Architecture: A Formula for Unforgettable Events	12:30 – 13:00 MICE PULSE Debates Both Sides of the Table: The Perfect Tender through the Eyes of Client and Contractor
	13:00 – 13:15 **In-Session Break**	
	13:15 – 14:00 MICE PULSE Pitching Session The Ultimate Stress Test: The Battle of Ideas for the Client's Budget	13:15 – 13:45 MICE LAB Debates AI as the Director: A Meaning Generator or an Idea Compiler?
	13:45 – 14:45 **Lunch & Networking**	
	14:45 – 15:15 MICE LAB Case Session The Data Economy: Turning Event Analytics into Profit	14:45 – 15:15 MICE DNA Case Session The Loyalty Gene: How the Meeting Industry Competes for Top Talent
	15:15 – 17:00 **Coffee Break & Networking**	

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