

MOSCOW



MOSCOW CITY
TOURISM
COMMITTEE



BUSINESS

MEET GLOBAL MICE CONGRESS

[December 17-18, 2025]

[Moscow, WTC Congress Center]

up to 450 pax Amphitheater Hall (2nd floor) The Main Business Event of the Day and Keynote Arena	up to 140 pax Valdai Hall (1st floor) Track “Conferences & Exhibitions”	up to 70 pax Seliger Hall (1st floor) Track “Global Trends & Analytics”	up to 150 pax Press Hall (2nd floor) Track “Destiantions & Associations”	Hall A	Hall B
08:30 – 10:00 Registration & Welcome Coffee					
10:00 – 10:15 Official opening of the Congress					
10:15 – 12:00 Plenary discussion Unity through Open Diversity: New Opportunities for the MICE industry					
12:00 – 12:30 Coffee Break					
12:30 – 13:30 Case presentation Organisation of large exhibition/conference projects with international participation		12:30 – 13:30 Panel discussion Personalisation and gamification: trends shaping the future of the MICE industry		12:30 – 13:30 Panel discussion The Ecosystem of Success: Crafting a Winning Bid for Association Events	
13:30 – 13:45 Coffee Break					
13:45 – 14:45 Panel discussion New horizons for the global exhibition industry: strategies for the future		13:45 – 14:45 Case presentation Key trends in the MICE industry and their implementation		13:45 – 14:45 Panel discussion Large-Scale Events: A Catalyst for Growth or a Source of Risk for MICE Destinations?	
15:00 – 15:45 Keynote AI as a Co-Organizer: How Technology Is Changing the MICE Experience		14:45 – 16:00 Coffee Break			
16:00 – 17:00 Panel discussion Organizing a Successful International Conference: A Guide to Avoiding Common Mistakes		16:00 – 17:00 Panel discussion Effective MICE Destination Marketing: Actionable Insights and Strategies		16:00 – 17:00 Case presentation Attracting major associations / initiating own international events	
				12.30 – 17.00 Presentations of MICE Destinations	
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08:30 – 10:00 Registration & Welcome Coffee				
10:00 – 10:45 Keynote Meaningful Experiences: How Content Became the Event’s Main Attraction				
10:45 – 12:00 Plenary discussion The Future of MICE: Unlocking New Pathways to Growth				
	12:00 – 12:30 Coffee Break			
	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	12:30 – 14:00 Training AI in MICE: The Fundamentals (Part 1)	12:30 – 14:00 Training Trends in B2B sales: The Fundamentals (Part 1)
	13:30 – 13:45 Coffee Break			
14:00 – 17:00 B2B workshop	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?	Registration required, in Russian only	Registration required, in Russian only
			14:00 – 14:30 Coffee Break	14:00 – 14:30 Coffee Break
	14:45 – 15:00 Coffee Break			
	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	14:30 – 16:00 Training AI in MICE: Practical Applications (Part 2)	14:30 – 16:00 Training Trends in B2B sales: Practical Applications (Part 2)
			Registration required, in Russian only	Registration required, in Russian only