

BUSINESS AGENDA. DAY 1

As of April 27, 2026



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
Destination Branding: How Cultural
Codes Drive Global Demand

12:30 - 12:45 In-Session Break

12:30 - 13:30 **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 - 16:45 **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

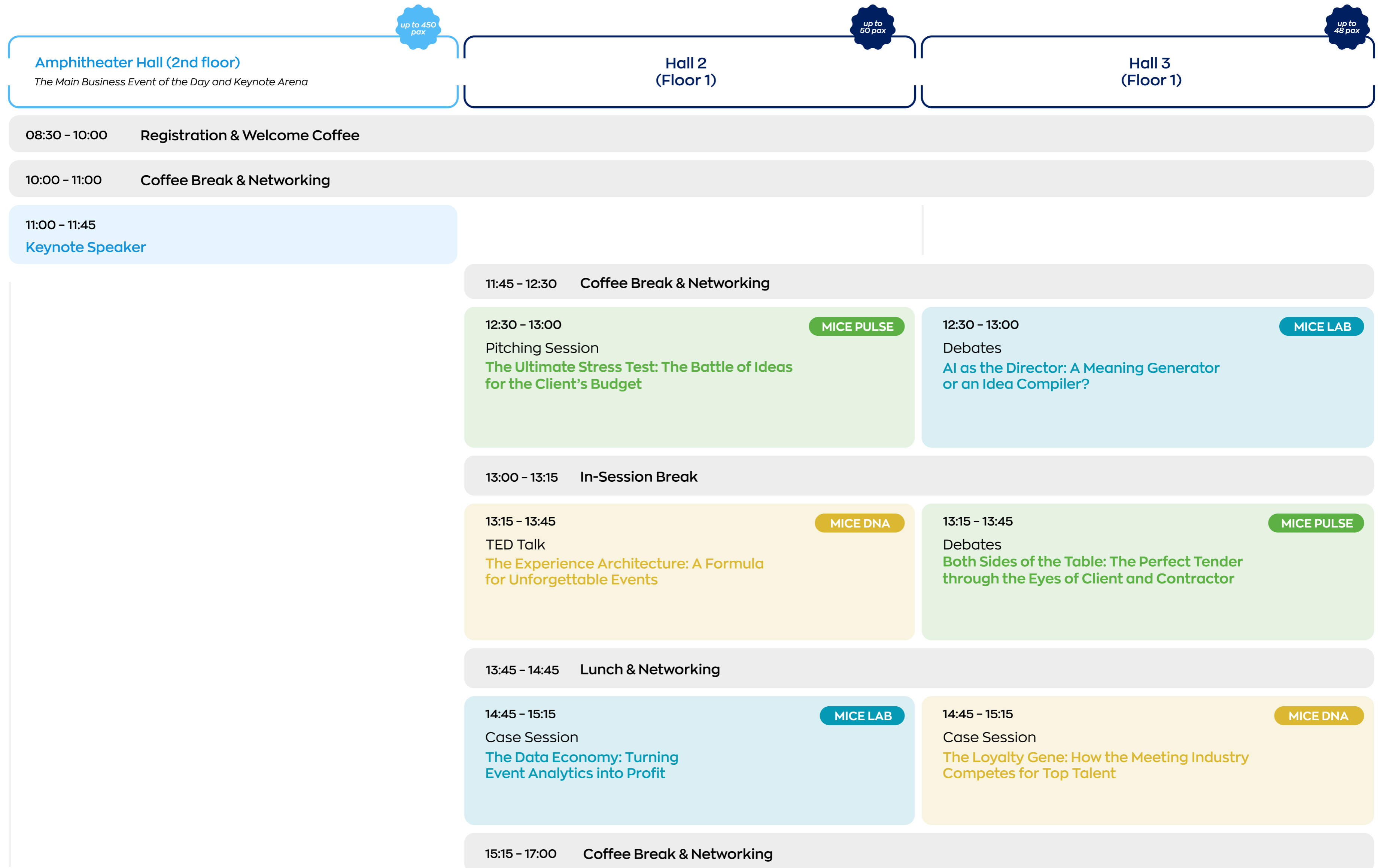
15:45 - 16:15 **MICE DNA**
Debates
In-House vs. Agency: Who Actually Saves
the Client Money?

16:45 - 18:00 Coffee Break & Networking

* The program is subject to change

BUSINESS AGENDA. DAY 2

As of April 27, 2026



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