

[Business Programme. Day 1]

As of October 8, 2025

or October 8, 2025

up to 450 pax Amphitheater Hall (2nd floor) The Main Business Event of the Day and Keynote Arena	up to 100 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 session Unity through Open Diversity: New Opportunities for the MICE industry					
12:00 – 12:30 Coffee Break					
12:30 – 13:30 Case presentation with Q&A session 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 with Q&A session 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 speaker					
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 with Q&A session Attracting major associations / initiating own international events	

[Business Programme. Day 2]

As of October 8, 2025

up to 450 pax Amphitheater Hall (2nd floor) The Main Business Event of the Day and Keynote Arena	up to 70 pax Seliger Hall (1st floor) Tracks "Meetings & Incentives" and "Technology"	up to 150 pax Press Hall (2nd floor) Track "Business"	Hall A Be Smart	Hall B Be Smart
08:30 – 10:00 Registration & Welcome Coffee				
10:00 – 10:45 Keynote speaker				
10:45 – 12:00 Plenary session The Future of MICE: Unlocking New Pathways to Growth				
12:00 – 12:30 Coffee Break				
12:30 – 13:30 Case presentation with Q&A session 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. Part 1 Registration required, in Russian only	12:30 – 14:00 Training. Part 1 Registration required, in Russian only	
13:30 – 13:45 Coffee Break				
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 with Q&A session How to grow from a small MICE agency into a company with a large portfolio of projects?			
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	14:00 – 14:30 Coffee Break	14:00 – 14:30 Coffee Break	
		14:30 – 16:00 Training. Part 2 Registration required, in Russian only	14:30 – 16:00 Training. Part 2 Registration required, in Russian only	