

31/10/2015

10:00 - 17:00

Registration

Pavilion 9, La Rural

11:50

Transfers from Official hotels to La Rural

Pick up from official hotels

13:00 - 17:00

Optional City Tour

Pick up from La Rural

01/11/2015

07:50

Transfers from Official hotels to La Rural

Pick up from official hotels

08:00 - 18:00

Registration

Pavilion 9, La Rural

09:00 - 09:30

First Time Attendees Welcome Coffee

Yellow pavilion, La Rural

09:30 - 12:00

First Time Attendees Introduction Programme

Room A - San Telmo, Red Pavilion, La Rural

10:30 - 11:00

Networking Break

Yellow pavilion, La Rural

10:50

Transfers from Official hotels to La Rural

Pick up from official hotels

11:00 - 12:00

Australian Committee Meeting (Closed Meeting)

Ceibo B, White Pavilion, 1st Floor, La Rural

12:00 - 13:30

Welcome Lunch

Pavilion 8, La Rural

13:30 - 14:30

Destination Marketing sector meeting

Room D - La Boca, Yellow Pavilion, La Rural

Meetings Management Sector Meeting

Room B - Recoleta, Yellow Pavilion, La Rural

Transport sector meeting

Ceibo B, White Pavilion, 1st Floor, La Rural

13:30 - 14:30

Meetings Support Sector Meeting

Room E - Palermo, Yellow Pavilion, La Rural

Venues sector meeting

Room C - Puerto Madero, Yellow Pavilion, La Rural

14:30 - 15:00

Networking Break

Yellow pavilion, La Rural

15:00 - 16:00

African chapter meeting

Room F - Retiro, Yellow Pavilion, La Rural

North American chapter meeting

Room D - La Boca, Yellow

Scandinavian chapter meeting

Room E - Palermo, Yellow

15:00 - 16:00	Mediterranean chapter meeting Ceibo A, White Pavilion, 1st Floor, La Rural	Pavilion, La Rural Latin American chapter meeting Terrace El Central, Pavilion 11, La Rural	Pavilion, La Rural Iberian chapter meeting Ceibo C, White Pavilion, 1st Floor, La Rural	Middle East chapter meeting Ceibo B, White Pavilion, 1st Floor, La Rural
15:00 - 16:00	France Benelux chapter meeting Restaurant Central Salon, Pavilion 11, La Rural	Asia Pacific chapter meeting Room B - Recoleta, Yellow Pavilion, La Rural	Central European chapter meeting Room A - San Telmo, Red Pavilion, La Rural	UK / Ireland chapter meeting Room C - Puerto Madero, Yellow Pavilion, La Rural
16:00 - 16:15	Networking Break Yellow pavilion, La Rural			
16:15 - 17:30	ICCA General Assembly Room A - San Telmo, Red Pavilion, La Rural			
17:30	Transfer to La Colon from La Rural Pick up from La Rural			
18:25 - 19:20	Opera Performance La Colon Colon Theatre			
19:30	Welcome Reception Gran Salón, Panamericano Hotel			
21:00	Transfer to The Sheraton Hotel from the Panamericano Hotel Panamericano Hotel			

02/11/2015

08:30 - 17:30	Registration Pavilion 9, La Rural			
08:00 - 08:30	Transfers from official hotels to Centro Cultural Kirchner Pick up from official hotels			
08:30 - 09:45	Opening Ceremony Centro Cultural Kirchner			
09:45 - 10:30	Transfer to La Rural from Centro Cultural Kirchner Centro Cultural Kirchner			
10:30 - 11:30	Monday Morning Wake up Call Room A - San Telmo, Red Pavilion, La Rural			
11:30 - 11:45	Networking Break Yellow pavilion, La Rural			
11:45 - 13:00	Models of City Competitiveness - Exploit your global rankings Room A - San Telmo, Red Pavilion, La Rural	The ABC of Ambassador Programmes Room B - Recoleta, Yellow Pavilion, La Rural	PCO Hot Topics: How to transform a single event into a cost-saving and/or profitable re-usable product - Designed in partnership with IAPCO	Venues policies and business practices: The ICCA Venues Survey 2015 (This WAS the explosive growth of the internet of things and what this means

			Room C - Puerto Madero, Yellow Pavilion, La Rural	for the meetings industry) Room F - Retiro, Yellow Pavilion, La Rural
11:45 - 13:00	The Fast Show - whats new? Room E - Palermo, Yellow Pavilion, La Rural	Big Data to Smart Data? Room D - La Boca, Yellow Pavilion, La Rural	ICCA Data Workshop - An Introduction Nogal, White Pavilion, 1st Floor, La Rural	
13:00 - 14:15	Lunch Pavilion 8, La Rural			
14:15 - 15:45	Entrepreneurial thinking and practices to enhance your marketing, sales and performance Room A - San Telmo, Red Pavilion, La Rural	It's not all about the sport Room D - La Boca, Yellow Pavilion, La Rural	How can ICCA and ICCA members help associations develop in emerging regions? Room E - Palermo, Yellow Pavilion, La Rural	
14:15 - 15:45	CEO Deep Dive - Essential leadership skills Room B - Recoleta, Yellow Pavilion, La Rural	Fundamentals of Bidding Room C - Puerto Madero, Yellow Pavilion, La Rural	Reverse Hybrid - Star speaker corner Room F - Retiro, Yellow Pavilion, La Rural	
15:45 - 16:15	Networking Break Yellow pavilion, La Rural			
16:15 - 17:45	Strategic content orchestration Room A - San Telmo, Red Pavilion, La Rural	Growth & Opportunities in the Latin American meeting market Room E - Palermo, Yellow Pavilion, La Rural	New ways to create international association meetings Room D - La Boca, Yellow Pavilion, La Rural	
16:15 - 17:45	CEO Deep Dive continued... Ceibo A/B or C, White Pavilion, 1st Floor, La Rural	Fundamentals of Bidding continued... Room C - Puerto Madero, Yellow Pavilion, La Rural	Reverse Hybrid continued... Room F - Retiro, Yellow Pavilion, La Rural	
18:00	Transfers from La Rural to official hotels La Rural			
18:00 - 19:00	Development Counsellors International (Closed Meeting) Ceibo C, White Pavilion, 1st Floor, La Rural		Introduction to CMP Room E - Palermo, Yellow Pavilion, La Rural	
18:00 - 19:00	Business Exchange Session Room C - Puerto Madero, Yellow Pavilion, La Rural			
19:00	Transfers from La Rural to official hotels La Rural			
19:20	Transfers from official hotels to Argentinian CAT Night Pick up from official hotels			
20:00	Argentinian CAT night			

Sheraton Hotel

22:00 - 23:59

Transfers from Argentinian CAT night to official hotels

Sheraton Hotel

03/11/2015

08:15

Transfers from Official hotels to La Rural

Pick up from official hotels

08:30 - 17:30

Registration

Pavilion 9, La Rural

09:00 - 10:15

ICCA Best Marketing Award

Room A - San Telmo, Red Pavilion, La Rural

10:15 - 10:45

Networking Break

Yellow pavilion, La Rural

10:45 - 12:00

Presidents Choice 2015: Why empowerment and equality for women is a critical international meetings industry issue

Room A - San Telmo, Red Pavilion, La Rural

Change management for small companies

Room B - Recoleta, Yellow Pavilion, La Rural

How to re-invent your venue - refurbishment; expansion; rebranding; tech-upgrades; demolish or replace

Room C - Puerto Madero, Yellow Pavilion, La Rural

Advanced Ambassador Programme knowledge exchange - Pre-registration

Room D - La Boca, Yellow Pavilion, La Rural

10:45 - 12:00

How to intelligently add Airlines to your bids, offers, and marketing strategies

Room E - Palermo, Yellow Pavilion, La Rural

Sustainability & CSR on trial: Is this really a way to win more business, or only generally good for the planet?

Room F - Retiro, Yellow Pavilion, La Rural

ICCA Data Workshop: An Introduction

Nogal, White Pavilion, 1st Floor, La Rural

12:00 - 13:30

Lunch

Pavilion 8, La Rural

13:30 - 15:00

Visual Storytelling: How to transform your presentation into an engaging story

Room A - San Telmo, Red Pavilion, La Rural

PR Excellence - Learning from the best

Room E - Palermo, Yellow Pavilion, La Rural

Staff-centric marketing success stories

Room F - Retiro, Yellow Pavilion, La Rural

13:30 - 15:00

Using neuroscience to design unforgettable guest experiences

Room B - Recoleta, Yellow Pavilion, La Rural

Healthcare Meetings - Critical topics, trends and challenges

Room C - Puerto Madero, Yellow Pavilion, La Rural

Meetings Industry Advocacy Issues - What should we shout about, and how can we get the right people to listen?

Room D - La Boca, Yellow Pavilion, La Rural

Pavilion, La Rural

15:00 - 15:30

Networking Break

Yellow pavilion, La Rural

15:15 - 17:45

Outside The Box: Piazzolla Tango - Pre-registration (40 max capacity)

Sarmiento Ave. 2704, La Rural

Outside The Box: Boca Juniors Football Stadium - Pre-registration (40 max capacity)

Sarmiento Ave. 2704, La Rural

Outside The Box: Visit to the New Buenos Aires Convention Centre - Pre-registration (50 max capacity)

Sarmiento Ave. 2704, La Rural

15:30 - 17:00

So long big idea! Branding and marketing just isn't what it used to be

Room A - San Telmo, Red Pavilion, La Rural

Getting away from it all - turning relative isolation into competitive advantage

Room E - Palermo, Yellow Pavilion, La Rural

Use creative thinking hands-on!

Room F - Retiro, Yellow Pavilion, La Rural

15:30 - 17:00

Using neuroscience to design unforgettable guest experiences continued...

Room B - Recoleta, Yellow Pavilion, La Rural

Healthcare Meetings - critical topics, trends and challenges continued...

Room C - Puerto Madero, Yellow Pavilion, La Rural

Meetings Industry Advocacy Issues - What should we shout about, and how can we get the right people to listen? continued...

Room D - La Boca, Yellow Pavilion, La Rural

17:15 - 18:15

EU Next Cities Meeting (Closed Meeting)

Ceibo A, White Pavilion, 1st Floor, La Rural

World PCO Alliance Meeting (Closed Meeting)

Ceibo B, White Pavilion, 1st Floor, La Rural

Japanese ICCA member meeting (closed meeting)

Ceibo C, White Pavilion, 1st Floor, La Rural

Global science & Convention alliance meeting (Closed Meeting)

Room E - Palermo, Yellow Pavilion, La Rural

17:15 - 18:15

Business Exchange Session

Room C - Puerto Madero, Yellow Pavilion, La Rural

18:30

Transfers from La Rural to official hotels

La Rural

19:15

Transfer to Tango Night from the Sheraton

Sheraton Hotel

19:30

Buenos Aires Tango Night

Tango Porteno

22:00 - 23:59

Transfers from Tango night to The Sheraton hotel

Tango Porteno

04/11/2015

07:30 - 08:25

CMP Breakfast (closed meeting)

Panamericano Hotel

08:15	Transfers from Official hotels to La Rural Pick up from official hotels			
08:30 - 14:30	Registration Pavilion 9, La Rural			
09:00 - 10:00	The Copenhagen Denmark Lecture Room A - San Telmo, Red Pavilion, La Rural			
10:30 - 11:45	The Big Debate - are we draining the swamp or wrestling with alligators? Room B - Recoleta, Yellow Pavilion, La Rural	Getting more out of ICCA - why you're (almost certainly) missing out, and what you can do about it! - Pre-registered Room F - Retiro, Yellow Pavilion, La Rural	PCO Hot Topics - Boosting delegate numbers in the New Digital Age - Created in collaboration with IAPCO Room D - La Boca, Yellow Pavilion, La Rural	The explosive growth of the internet of things and what this means for the meetings industry (This WAS the venues policies and business practices session - now scheduled for monday morning) Room E - Palermo, Yellow Pavilion, La Rural
10:30 - 11:45	International association strategic challenges and solutions Room C - Puerto Madero, Yellow Pavilion, La Rural	ICCA Tools Training: How to use Big Data, the Statistics Tool and the PR Kit Nogal, White Pavilion, 1st Floor, La Rural		
11:45 - 12:00	Networking Break Yellow pavilion, La Rural			
12:00 - 13:00	Closing Session Room A - San Telmo, Red Pavilion, La Rural			
13:00 - 14:30	Next Destination Lunch Pavilion 8, La Rural			
14:30 - 18:30	Optional City Tour Pick up from La Rural			