



**ICCA UK AND IRELAND CHAPTER  
ANNUAL CONFERENCE**  
**Wednesday 27<sup>th</sup> and Thursday 28<sup>th</sup> March 2019**  
**QUEEN'S SUITE, HARROGATE CONVENTION CENTRE**

Please note this agenda may be subject to change.

**Tuesday 26<sup>th</sup> March 2019**

- 19.30 Speakers' dinner at The Orchid Restaurant, Harrogate (***By invitation only – Speakers and Executive Committee***)
- 19.30 Optional get-together for any delegates arriving on Tuesday – The Library @ the St George Country Living Hotel (at own cost). Come and join us for a drink or a bite to eat and get to know some of your fellow delegates!

**Wednesday 27<sup>th</sup> March 2019**    **Dress Code: Business Casual**

- From 09.30 Registration at the Harrogate Convention Centre
- 09.45 – 12.00 Optional guided tour to Ripley Castle and Gardens (*please see separate additional fee on registration link*) . Please meet in the lobby of the Harrogate Convention Centre, Entrance 3 by 09.40.
- 12.00 to 12.30 Optional site inspection of Harrogate Convention Centre  
*Please meet at the ICCA UK & Ireland registration desk if you wish to participate. The registration desk can be accessed via Entrance 3, Harrogate Convention Centre. No requirement to pre-register.*
- From 12.30 Networking lunch – foyer area, Queen's Suite
- 13.30 Welcome by Diane Waldron, Chair of ICCA UK&I Chapter and Brian Dobson, Head of Sales and Events, Harrogate Convention Centre
- 13.35 Elif Balci Fisunoglu, ICCA Regional Director (Europe)
- 13.45 James Rees: "My first 100 days as ICCA President!"



**Wednesday 27<sup>th</sup> March 2019 - continued**

- 14.00 Keynote, David Meade, Mindreader and Mentalist  
“Psychology Insights” – personality profiling, how to communicate, lead, influence, and collaborate more effectively
- 15.00 Coffee break
- 15.30 Professor Emma Wood, Professor of Events Experience and Marketing –  
*“Emotional engagement and lasting impact through shared memory creation”*
- 15.50 Sharon Canavar, Chief Executive, Harrogate International Festivals  
*How Harrogate has expanded its offering to encompass a year round programme of activity attracting over 90,000 people to the town.*
- 16.10 Lindsay Ackers, Scottish Event Campus  
Our 2018 Millennials competition winner speaks about what she got out of attending the ICCA Congress in Dubai
- 16.30 Thoughts and actions from David Meade
- 17.00 Finish
- 18.45 Our “Spirit of Harrogate” Drinks Reception at the Pump Rooms sponsored by Slingsby’s Gin.
- 19.30-19.45 Walking transfer to the Royal Hall, Harrogate Convention Centre (3 minute walk)
- 20.00-22.30 Conference Dinner in the beautiful Grade II listed surroundings of the Royal Hall built in 1903. Dress code: smart casual.



**Thursday 28<sup>th</sup> March 2019**

**Dress Code: Business Casual**

- 08.00 Coffee/tea on arrival and networking
- 08.30 David Meade - Wake Up Call
- 09.00 Peter Dodd, Welcome to Yorkshire Commercial Director  
*Bringing the UCI World Cycling Championships to Yorkshire*
- 09.20 Adam Baggs, Soaring Worldwide  
*PR & Communications: Making first impressions count and how to get your messaging right.*
- 09.40 Laura Tully, Manchester Central introduces the ICCA UK & Ireland Chapter's new competition to win a place at the ICCA Congress in Houston and shows the 3 shortlisted entries
- 10.00 Celena Fernandez, Head of Environment, Compass Group UK & Ireland (speaker sponsored by Levy's)  
*"Changing the Environment with Events – how venues and caterers can work together (including single use plastics, food waste and plant food menus)*
- 10.20 Coffee break
- 10.40 The Real Dividends of Legacy Work - *Lasting far beyond this conference and our agenda, David Meade will show how delegates and associations can use their events to create a meaningful contribution that will have tangible dividends.*
- 12.30 Welcome to Wales for 2020
- 12.45 Diane Waldron, Chair of ICCA UK & Ireland Chapter - announcement of winner of the ICCA UK and Ireland Chapter Annual Conference 2021.
- 13.00 David Meade – closing session focussing on positivity in the light of Brexit uncertainty.
- 13.30 Networking Lunch and Finish.
- 14.30 – 16.30 Bidding Workshop – moderated by Caroline Mackenzie, Director, Global Association Partners. Pre-registration required.**

With sincere thanks to all of our sponsors:

