

Programme: Kaohsiung, Chinese Taipei

Timezone: CST



1 November 2020

Time	Title	Description	Speaker
10:30-15:00	Out of the Box session (By invitation only)	Route A Joy Well Cake Store / i-Ride Kaohsiung Route B Tzu Chi Kaohsiung Jing Si Hall	/
17:00-18:00	Afternoon Tea with the Mayor of Kaohsiung (By invitation only)	/	/
18:30-20:00	Opening Ceremony Live from Kaohsiung	Opening ceremony & networking dinner will be held at, Weiwuying, the National Kaohsiung Center of the Arts, the World's Largest Single-Roof Performing Art Center. Tune in and join us to witness James Rees present in Kaohsiung. Take our exclusive invitation to the backstage to experience the diversity of Taiwanese cuisine. We will find a way to showcase it to you even if you join us through virtual platform	Chen Chi-Mai - The Mayor of Kaohsiung
20:00-21:30	Networking dinner	/	/

2 November 2020

Time	Title	Description	Speaker
08:30-09:30	Monday Registration and Networking	/	/
09:30-10:00	Monday Power up	/	/
10:00-11:00	The Global Connection - The Moment we Share and Create	Morning Welcome by Director General of City Government Kaohsiung. Followed by: Creating the Original Song of Kaohsiung ICCA 2020 (onsite and online) Kaohsiung as the host country uses the science of music to inspire creativity, strengthen connections, and empower team. We use the transformational power of music to engage and connect audiences, while creating deep recall of ICCA 2020 key message.	/

11:00-11:10	Monday Morning Break	/	/
11:10-12:10	Unpacking Success: The Driving Forces behind Human Motivation	<p>COVID has changed everything (including this congress). If the future seemed uncertain before, it now feels unknowable. How can you - and your organization - not just manage the unknown, but rewire yourselves to succeed in the face of it?</p> <p>In this session, world-renowned gamification guru Yu-Kai Chou shares how he's used behavioral design framework to help companies like Uber, Microsoft and Lego build mindsets and behaviors for an uncertain future. We'll also have Sascha Pallenberg, Head of Digital Transformation at Daimler AG and a top technology influencer in Europe, to offer deep insights on how companies large and small can transform themselves for an age in flux.</p>	<p>Yu-Kai Chou, Founding Partner & Chairman, The Octalysis Group Terry Tsao, Global Chief Marketing Officer and President, SEMI Taiwan Sascha Pallenberg, Head of Digital Transformation, Daimler AG</p>
12:10-13:30	Monday Lunch	/	/
13:30-14:30	The Transformer: Rolling with the Punches	<p>According to a popular proverb, "When the wind of change blows, some build walls, while others build windmills". In this session, four business leaders share stories of how they braved the winds of change and transformed their companies.</p> <p>We have Vicky Yang, the CEO of Cycling Lifestyle Foundation, the daughter of Giant Bikes' changed the island's backward view on cycling and made the island a cycling paradise. Do you know, Kaohsiung is the capital of screws and fasteners manufacturers in the world? Kent Chen will share his journey on how his family's screws manufacturing business perpetuate the legacies of the past (since 1973) to evolve and reinforce competitiveness in an era of disruption. Ken Huang the creator of an exclusive patented silk leather, shares with us his vision in changing the landscape of the sunset OEM leather family business in Kaohsiung and blazed his own trail by flashing the label "Made in Kaohsiung" on luxury handbags to international arena. Andy Kiang will also to share insights on how a technology company turned around a R & D failure and made it to the world's first flying theatre with 6 degrees of freedom movement (6DOF).</p>	<p>Leo Seewald, President, AmCham Ken Huang, Managing Director, Sweetburden Kent Chen, COO, Sheh Fung Screws Co., Ltd Andy Kiang, Director International Business Development, Brogent Technologies Inc. Vicky Yang, CEO, Cycling Lifestyle Foundation</p>
14:30-15:00	Monday Break	/	/
15:00-15:15	Global ICCA Welcome	The global welcome, connect with the regional hubs around the globe and feel the true global ICCA spirit!	<p>Robert Coren, Host James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA</p>
15:15-16:15	The Powerful Future of Events and Education	<p>The session will explore Microsoft's journey in digital events transformation and will focus on how the leading company views the future of live events. Bob will discuss new technologies that can be utilised to extend reach, attendance and engagement with global audiences, providing concrete examples and different perspectives.</p> <p>But further, this years' Congress is all about re-imagining and reinvention and one of the ways this needs to happen beyond events is through education and how you learn. We've seen the change in the events industry</p>	<p>Bob Bejan, Corporate Vice President: Global Events, Studios and Marketing Community, Microsoft Salman Khan, Founder & CEO, The Khan Academy</p>

		and traditional face to face meetings, so how do we now incorporate online learning to make events more meaningful and memorable?	
16:15-16:45	Monday Coffee Break I	/	/
16:45-17:35	Kaohsiung Protocol - Final Presentation	<p>The Kaohsiung Protocol is a research and crowdsource framework to examine the macro and micro trends impacting our global events industry. We will identify the most important strategies, by sector, to address these trends. We will also identify how event owners and clients will determine event success metrics moving forward.</p> <p>In today's session we are fortunate enough to dive into the final results and movements with lasting impacts on our industry.</p>	<p>Gregg Talley, President & CEO, Talley Management Group, Inc. Paul Ouimet, Partner & President, MMGY NextFactor Gregg Oates, SVP Innovation, MMGY NextFactor Jim McCaul, SVP Destination Stewardship, MMGY NextFactor Dale Parmenter, CEO, DRPG Alessandro Cortese, CEO, European Society for Radiotherapy and Oncology</p>
17:35-17:45	The Power of Advocacy	/	Xavier Bettel, Prime Minister Luxembourg, Le Gouvernement Du Grand-Duché Luxembourg
17:45-18:00	Monday Coffee Break II	/	/
18:00-19:00	Copenhagen-Denmark-Lecture	Brought to you from the most spectacular places in Copenhagen you will dive into the many facets of diversity and inclusion. A topic that is more important than ever in our constantly changing world!	<p>Anne Skare Nielsen, Universal Futurist, Chief Futurist Yasmin Poole, National Ambassador, Plan International Australia Lars Henriksen, Chair, Copenhagen Pride</p>
19:00-21:30	Cultural Night	/	/

3 November 2020

Time	Title	Description	Speaker
08:30-09:30	Tuesday Registration and Networking KEC Site Inspection	/	/
09:30-10:00	Tuesday Power up	/	/
10:00-11:00	Asia Pacific Chapter Meeting	/	Ashwin Gunasekeran, CEO, Penang Convention & Exhibition Bureau Jason Yeh, CEO, GIS Group Guann-Jyh Lee, Deputy Director General, Bureau of Foreign Trade Amelia Roziman, Acting Chief Executive Officer, Business Events Sarawak Don Byun, Executive Director, Seoul Tourism Organization Eric Eswin, Industrial Psychologist
11:00-11:10	Tuesday Morning Break	/	/
11:10-12:10	The Matching Game: Talents & Organization	When businesses are working together at record speed and scale to take on the enormous challenges that now touch everyone, everywhere; are you ready to stray from your comfort zone and challenge your habit of mind in dealing with the new normal? In this session, Gavin Lee who believes in Big History provides the best cross-disciplinary database to tackle complex issues in the New Normal State of uncertainty will help us to reevaluate our learning habit. Cheng Ho, previous NFL player will share with us his unique journey in sport that made him to be one of the recipients for the top outstanding persons awards. Joyce Lee, the recipient of Leadership Award for outstanding leadership will share with us how what skills will be required to bring positive impact to the organization as a whole. Michael Wu, a leader of passionate team trust travel is about discovering new worlds through meaningful interaction will talk about what is the skillset sought after by the organizations in the new era.	Grace Huang, Conference Interpreter & Meeting Facilitator, Ithaca Language Consulting Co. Gavin Lee, Founder, Worldview Academy Cheng Ho, Founder & CEO, CHOUE Joyce Lee, General Manager, Amgen Taiwan Michael Wu, Found and CEO, MyTaiwanTour
12:10-13:30	Tuesday Lunch	/	/
13:30-14:30	The Future is Me	Technology changes us or we make the changes. In the digital world, the echo chamber, the filter bubble is separating us, strengthen the conflict between "us" and "them"? Is there a place for ME in the new future or will it be the place for US? Is our choice is our selection? In this rapidly changing environment often makes it easier for someone else to take the steering wheel. But is this inevitable? What are the trends and what is here to stay? Is there really us and them? This session, with Young Professionals in Asia Pacific, we explore the future in the digital world.	Marvin Ma, Senior Public Policy and Communications Manager, Airbnb Hsuan-Wei (Wayne) Lee, Assistant Research Fellow, Institute of Sociology Craig Scott, Chief Technology Officer, ViewSonic Corporation

14:30-15:00	Tuesday Break	/	/
15:00-15:45	Transformation: Young Energy, Openness and Diversity	Brought to you from our host destination Kaohsiung, Audrey Tang will dive into the smart use of digital social innovation to empower democracy and advance the efficiency of economy!	Audrey Tang, Digital Minister without Portfolio
15:45-16:00	Tuesday Coffee Break I	/	/
16:00-17:00	Kaohsiung Protocol - Official Signing Ceremony	The Kaohsiung Protocol is a research and crowdsource framework to examine the macro and micro trends impacting our global events industry. We will identify the most important strategies, by sector, to address these trends. We will also identify how event owners and clients will determine event success metrics moving forward. In today's session we are fortunate enough to dive into the final results and movements with lasting impacts on our industry.	Gregg Talley, President & CEO, Talley Management Group, Inc. James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA Robert McLean, Chair of Board of Directors, IAEE Stuart Ruff-Lyon, Chair Board of Directors, PCMA Steve O'Malley, Chair Board of Directors, MPI
17:00-17:30	Best Marketing Award - Special Edition in Transformation & Leadership	The Best Marketing Award, also known as the Oscar of the Meetings industry will take a different approach this year and highlight shortlisted best practices examples related to creative crisis communication, innovative digital solutions, reimagined business models and many more aspects facing the current challenges!	Patrick Delaney, Managing Director, SoolNua
17:30-18:00	Tuesday Coffee Break II	/	/
18:00-18:30	President's Choice Session	Enjoy the exclusive speaker choice from ICCA President James Rees!	Yu-Kai Chou, Founding Partner & Chairman, The Octalysis Group
18:30-19:00	Closing & Next Destination Presentation	Spectacular 6 weeks of impactful education, creative networking and lasting business opportunities are coming to its final stage. Join us for a review and an exclusive outlook into what is yet to come! After the 59th ICCA Congress is before the 60th ICCA Congress. Get inspired and excited about next years host destination!	Robert Coren, Host James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA

For more information please visit <https://events.iccaworld.org/congress2020/>