

# 2020 ICCA Congress

## Hub Seoul



2-3 November, 2020  
ASEM Ballroom, COEX, Seoul

### DAY 1\_2 Nov. (Mon)

TIME	HUB SEOUL PROGRAM
10:00-10:30	<b>Registration and networking</b>
10:30-11:00	<b>Opening Ceremony</b>
11:00-12:00	<b>Keynote Session</b> <b>&lt;UNCONTACT and Digital Transformation Strategies in the Convention Industry&gt;</b> <b>Kim Yong Sub</b> , Director of Institute of Keen-Eyed Imagination
12:00-13:30	<b>Luncheon I</b>
13:30-15:30	<b>New Normal Convention Case Study</b> <b>Case 1. Virtual Seoul</b> Jihyun Kim, Director of Seoul Tourism Organization <b>Case 2. Success in Bidding</b> Yeongil Seo, Secretary General of The Institute of Actuaries of Korea - Council and Committee Meeting of International Actuarial Association(IAA) 2021 <b>Case 3. Success in Hosting</b> Yongsik Ok, Program Director of Association of Pacific Rim Universities-International Conference on Heavy Metals in the Environment(ICHMET) 2020 <b>Case 4. Long Term Benefits from Conventions</b> Gary Grimmer, Executive Chairman of GainingEdge
15:30-16:00	<b>Break &amp; Networking</b>
16:00-16:15	<b>Global ICCA Welcome**</b>
16:15-17:15	<b>The Powerful Future of Events (Bob Bejan, Microsoft)**</b>
17:15-17:45	<b>Break &amp; Networking</b>
17:45-18:45	<b>Kaohsiung Protocol – Final Presentation**</b>
18:45-19:00	<b>Break</b>
19:00-20:30	<b>Dinner</b> Venue: FESTIVA @ Hotel in 9

\*\* ICCA Congress Program (Online Conference)

# 2020 ICCA Congress

## Hub Seoul



2-3 November, 2020  
ASEM Ballroom, COEX, Seoul

### DAY 1\_3 Nov. (Tue)

TIME	HUB SEOUL PROGRAM
09:30-10:00	<b>Registration and networking Day 2</b>
10:00-11:00	<b>Korea Business Exchange</b>
11:00-12:00	<b>Asia Pacific Chapter Meeting**</b>
12:00-13:30	<b>Luncheon II</b>
13:30-15:30	<b>Seoul Unique Venue Site Inspection</b> Venue: Nodeul Island ( <a href="http://nodeul.org/">http://nodeul.org/</a> ) & Seome Sevit ( <a href="http://www.somesevit.com">www.somesevit.com</a> )
15:30-16:00	<b>Networking Break</b>
16:00-16:45	<b>Ground breaking Digital Social Innovation**</b>
16:45-17:00	<b>Break &amp; Networking</b>
17:00-18:00	<b>Signing Kaohsiung Protocol**</b>
18:00-18:30	<b>Best Marketing Award**</b>
18:30-19:00	<b>Dinner</b>
19:00-19:30	<b>President's Choice Session**</b>
19:30-19:45	<b>Plenary: Closing</b>
19:45-20:00	<b>Next Destination Presentation**</b>

\*\* ICCA Congress Program (Online Conference)