

THE PROGRAMME ARCHITECTURE OF THE VIII EUROPE+ASIA EVENT FORUM (EFEA)

KEY TOPIC: “EVENTS OF THE NEW RENAISSANCE: HUMAN CAPITAL IS OUR FUTURE?”

“In the blink of an eye we will become the next page in the flip-book of evolution. And when we do, we will look back on today’s Homo sapiens the same way we now look back at Neanderthal man. New technologies like cybernetics, synthetic intelligence, cryonics, molecular engineering, and virtual reality will forever change what it means to be human. And I realize there are those of you who believe you, as Homo sapiens, are God’s chosen species. I can understand that this news may feel like the end of the world to you. But I beg you, please believe me ... the future is actually much brighter than you imagine”.

Dan Brown, “Origin”

	GLOBAL ECONOMICS	TECHNOLOGIES	MARKETING	HR
STRATEGIC SESSION	<ul style="list-style-type: none"> • Is XXI century a new Renaissance? Human capital and artificial intelligence: a new formula for the flourishing of the event industry. • Noospheric thinking in the construction of the company’s strategy. Sustainable development the companies of the future. 			
REGIONAL MARKETING			<ul style="list-style-type: none"> • Focus on unknown regions. • Presentation of new destinations on the map of Russia. • Map of local specialisations of the Russian regions. • The future of events industry in the regions. • International congresses: how do the initiators of national and international events choose their destinations. 	
EXHIBITIONAL BUSINESS	<ul style="list-style-type: none"> • The RF CCI Committee on Fair and Exhibition Activities Meeting 	<ul style="list-style-type: none"> • Digital-technologies of human capital. • Artificial intelligence: how do businesses processes change due to the introduction of artificial intelligence in the meetings industry? • Modern technologies at exhibitions: cybersecurity, chat-bots, users identification, blockchain and others. • Approaches to the creation of activities in accordance with the principles of sustainable development. 	<ul style="list-style-type: none"> • Human capital of an event. • Forming a community of the project. • Strong community as the key to the success of the event. • The experience of the industry-specific clubs. 	<ul style="list-style-type: none"> • Fathers and children: succession of experience. • Mentoring and coaching. How to convey the experience of professionals to young professionals?
MEETINGS INDUSTRY			<ul style="list-style-type: none"> • In the heyday of business forums: how to create a successful forum for businessmen. • “Event-hyping”: hot topics - a thoughtful strategy or a tribute to fashion? 	<ul style="list-style-type: none"> • Women in the events industry
VENUE MANAGEMENT			<ul style="list-style-type: none"> • National and local features of venues 	<ul style="list-style-type: none"> • Trends in venue management: preparation of employees and implementation of quality standards
BUSINESS DAY			<ul style="list-style-type: none"> • Associations in the events industry: competition or cooperation? 	<ul style="list-style-type: none"> • A Guru’s glass ceiling. How to build a career and self-development if you just made it? • Design-thinking as a trend. • Visual diagnostics of the personnel in recruitment and company management.

EUROPE+ASIA EVENT FORUM

16-18 JANUARY, 2019 / ST. PETERSBURG



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WE SET TRENDS SINCE 2012

