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29
JANUARY '21

|EVENT UPLINK| * Cooperation as a strategy in uncertain circumstances

According to the Grand Unified theory in physics, different groups of forces and interactions may be combined into a single force under extreme circumstances, laying down the foundation for further evolution. This principle is valid not only in the field of theory. For example, what has the sudden global quarantine taught us? Only by joining together the crisis can be overcome. With the onset of a common external threat, certain boundaries between participants in industry markets and communities are erased, competitors become partners, and creative ideas come to the fore. Under conditions of uncertainty, events could become a single hub (UpLink) for communities and industries union in order to further development and formulation of strategies in today's ever-changing environment.

*UpLink – in computer terminology, a port for a cascade connection of hubs ("transmission channel from oneself")
|| - cardinality symbol

PROGRAM ARCHITECTURE



HUB CREATION: COMMUNITIES, ASSOCIATIONS, PARTNERSHIPS

Uniting the community
Responsible partnership
Ecosystem of events

PLAN B. READY FOR CHANGES

Uncertainties. Risk analysis
Risk insurance
Anti-crisis planning
Long term strategies

NEW TECHNOLOGIES. MONETIZING INNOVATION

Digitalization of the event industry
Monetization of projects
Digital security
New channels of communication with customers

SALES STRATEGY VS MARKETING

New technologies in sales
Marketing in new reality

STRATEGIC SESSION	 EVENT UPLINK COOPERATION AS A STRATEGY IN UNCERTAIN CIRCUMSTANCES Are communities the new basis of the world? Events as a platform for cooperation Anti-crisis management and responsible partnership in new conditions			
EXHIBITION INDUSTRY	<ul style="list-style-type: none"> How to build long-term partnerships between organizers, participants and visitors Event as the core of the community 	<ul style="list-style-type: none"> Choosing an anti-crisis strategy Variety of formats: how to adapt the event to new conditions How to insure tenders and events in times of uncertainty New customer requirements for events and tenders 	<ul style="list-style-type: none"> Digital footprint of events Digital security when organizing events Monetizing digital innovations in the event industry How to stay connected with the customers using digital technologies 	<ul style="list-style-type: none"> Efficient budget for buyer's programs New sales strategy: personal communications or technologies Content marketing for organizers of exhibitions and conferences Influencer marketing: risks when working with ambassadors and influencers
MEETINGS INDUSTRY	<ul style="list-style-type: none"> Russian and international best practices in managing the strategy of communities The role of the individuals in the community 			
REGIONAL MARKETING	<ul style="list-style-type: none"> Community as a basis for regional development Local expertise of regions 	<ul style="list-style-type: none"> Globalization vs de-globalization: the choice of the region's own path in new conditions Regional uniqueness during events Innovative and economical responsibility of events in a constantly changing environment 		<ul style="list-style-type: none"> How to build relationships with local hosts and influencers in the international market
VENUE MANAGEMENT	<ul style="list-style-type: none"> Win-win strategy: joint work of organizers and venues in new conditions 	<ul style="list-style-type: none"> Business diversification as an anti-crisis strategy 	<ul style="list-style-type: none"> Safety first: creating a safe site for the future 	
BUSINESS DAY	EVENT-THERAPY marathon			
SPECIAL SESSIONS	Autograph session with the authors of 2020's novelties			
SPECIAL EVENTS	Meeting of RF CCI's Exhibition, Fair and Congress Department From online to offline: the best speakers and cases of live broadcasts in live discussion offline			