

UNICEO

UNITED NETWORKS OF
INTERNATIONAL CORPORATE
EVENTS ORGANIZERS

Abu Dhabi, 29-31 January 2025

Elevate



your**self** | your **team** | your **events**

LEARN

NETWORK

BE INSPIRED

CREATE

FEEL GOOD



Leadership

Engagement

Digital & AI

Sustainability

An **inspiring event** bringing together senior **decision-makers** to **learn, network, get inspired** and **create**.

ABOUT THE CONGRESS

UNICEO Congress is a must-attend 2-day event that brings together **leaders for communication/ marketing & events** in corporations and professional associations), together with **experts** and UNICEO **partners**.

The main objective of the Congress is to activate **collective intelligence** to **find inspiration, ideas and solutions** to create better client experiences.

You will benefit a **unique opportunity** to **update your knowledge** on event strategy trends and tools, discuss the **future of your role**, and **strengthen your network** interacting with peers experts and partners in a **warm atmosphere** that facilitates interactions.





UNICEO Congress offers **multiple opportunities** to link with peers, experts and potential partners.

THE PARTICIPANTS

International senior leaders, mostly Europeans (70%), and also from Asia, the Middle East and the Americas, (more than 30 countries).

➤ UNICEO Members & Peers

Senior decision-makers (20% C-level, 20% Directors, 50% Team Leads, 10% Future leaders) for corporate communication marketing and events for medium-size & blue chip companies and international associations.

➤ Sponsors & Partners

destinations, hotels, airlines, tech suppliers, etc.

➤ Experts & opinion leaders

politicians, influencers, media, CEOs, etc.

THE PROGRAMME

A **well-balanced programme** designed by 40 leaders (Advisory Committee Members): **pressure-free**, secured in an **exclusive warm working atmosphere** that will enable you to fully optimize your time.

➤ An **innovative** approach, a **high level of content** and renowned **experts**.

➤ **Dynamic sessions** with **innovative formats** that use participants' collective intelligence.

➤ A **secure environment** to match your corporate policy and protect your confidentiality.



a **favourable environment**,
a **well-balanced programme**
to live **meaningful and enriching experiences.**

Why should I attend?

quality time with **like-minded peers** to learn, to be inspired, and
to discover **solutions** to enhance your **events' excellence.**

WHAT YOU WILL EXPERIENCE

- Imagine a **conference crafted by experienced event leaders** in both the corporate and the association world. Imagine living **an experience so unique that it will transform your personal and professional life.**
- Imagine you find **new engagement models**, you discover inspiring examples of how tech & AI can be used to **elevate your clients' experiences.** Imagine you, together with your peers, decode **how your role will evolve** in today's unstable & complex environment and **identify the needed skills** for the future.
- Imagine you find the **metrics for sustainability** in your events. Imagine you learn about **new trends to elevate event excellence.** Imagine you hear **from the most inspiring and skilled experts.**
- Imagine you **create a solid network of peers and partners**, you **elevate your expertise**, you **strengthen your personal brand positioning** in your company and beyond. Imagine your role as **a leader for the Future of Experiential Marketing and Live Communication.**



MEET & SHARE
with trusted
peers.



DISCOVER
new ideas
and solutions



DEBATE
hot topics



GAIN TIME
and breathe



POSITION
your brand



EXPAND
your learning



MAKE
decisions



CREATE
future trends



ELEVATE
event excellence



WATCH
your competitors

Like-Minded Peers

All participants **share your seniority** and **needs** but also **your passion** for live communication, experiential marketing and professional events.

An Engaging Format

The Congress allows **innovation to meet practicality**, where you have access to a diverse range of formats designed to cater to every learning style. From the most **inspiring keynotes** to **interactive workshops**, super **insightful panels and hands-on activities**, but also quality time to network, rest and deal with your urgent business matters, the Congress offers the right formats to engage and inspire you.

A Favourable Environment

Trust: A trusted, warm & pleasant atmosphere, together with peers creates the conditions for effective learning.

Confidentiality: We know your needs & company policies and ensure a secure and commercial-free environment.

Attractive - Exclusive: Abu Dhabi is an attractive, exclusive, easy to reach destination. The Ritz Carlton & the selected venues reflect the level of excellence needed to enhance participants' experience.

Future Leaders

After years of a successful career and as a leader in your field, you might wish to **share and leave legacy**. We offer you to mentor tomorrow's leaders to shape and inspire their future.

A WELL BALANCED PROGRAMME

Enriching & Meaningful experiences

Experts and Peers **collective intelligence** to find the right solutions

Leading experts on **hot topics**



Leading Experts

We curate a lineup on stage of the most influential minds, ensuring that you learn from the best. All **speakers, moderators** and **experts** are thought leaders in their field. They are carefully selected to deliver inspiring and relevant insights and knowledge. Also, your fellow Members are experts that diversify in different market sectors.

Practical information

Best practices & strategies shared by other participants will bring you ideas, inspiration and lessons learned by your peers during successful corporate and association events.

Innovative Mix

A well balanced mix **boosts communication** and **interactions** among participants: you find inspiring keynotes, interactive group sessions where you can capitalize on collective intelligence to build your future solutions, as well as onstage talks/debates to enrich discussions and open new paths.

The Hottest Topics

A **programme prepared by 40 leaders** for events, communication & marketing, based on Member surveys around participants' interests. It is designed to inspire you and help you **identify news key success factors to design better client experiences**. The programme deep dives into topics such as **engagement, digital & AI, sustainability or leadership**.



Networking activities

Quality networking based on trust is an **essential key success factor** for doing business but also for personal and professional development.

Many interactions

There is nothing better than sharing laughs and emotions to immediately feel connected. Throughout the Congress, we have planned many experiences to make you enjoy with your peers and be inspired.

Collective Intelligence activities

Working together to learn, be inspired and create. This is the spirit of the CIAs (Collective Intelligence Activities) designed to foster Collective intelligence: together, we are often smarter.

UNICEO Congress offers multiple opportunities to meet with your peers, with experts or future partners.

Coffee breaks, lunches, dinners

The daily coffee breaks, lunches and dinners are planned to enjoy quality networking. You find activation triggers and thematic activities to meet with peers & partners with enough time to share with people you are interested in.

Post-Congress experiences

If during the two days of the Congress, you did not have the chance to meet everyone you wanted, you can take advantage of the weekend and attend one of the **post-congress activities** to do so.

Preliminary programme

Wednesday 29th JANUARY 19:30 **WELCOME RECEPTION**

Thursday 30th JANUARY

09:30 **KEYNOTE** “Elevate yourself, your team, your client experience”

10:10 **WORKSHOPS** Client experiences excellence - hands-on workshops

11:00 > BREATHE, DRINK & CONNECT

11:30 **KEYNOTE** Digital & AI solutions

12:00 **DEBATE** Digital & AI - hands-on workshops

13:00 > LUNCH & CONNECT

14:30 **KEYNOTE** Sustainability

15:00 **WORKSHOP** Sustainability - hands-on workshops

16:00 > BREATHE, DRINK & CONNECT

16:30 **KEYNOTE** Leadership

17:00 **WORKSHOP** Leadership - hands-on workshops

20:00 > NETWORKING DINNER

Friday 31st JANUARY

09:30 **KEYNOTE** Leadership

10:10 **WORKSHOP** Leadership - hands-on workshops

11:00 > BREATHE, DRINK & CONNECT

11:30 **KEYNOTE** Leadership

12:00 **WORKSHOP** Best practices - hands-on workshops

13:00 > BREATHE, EAT & CONNECT

14:30 **KEYNOTE** Engagement

15:00 **WORKSHOP** Engagement - hands-on workshops

16:00 > BREATHE, DRINK & CONNECT

16:30 **KEYNOTE** Closing Keynote

20:00 > CLOSING DINNER



Post Congress Activities

Saturday & Sunday 1st - 2nd FEBRUARY

➤ Culture: Museum & Traditions

Dive into the rich cultural heritage by exploring renowned museums and experiencing local traditions that showcase the region's history and artistry.

➤ Desert & Adventure

Embark on an exhilarating journey through the desert, with dune bashing, stunning sunsets that promise an unforgettable adventure to share in the future with your stakeholders.

➤ Yatching

Sail the crystal-clear waters on a luxury yacht, offering panoramic views, exclusive service, and a serene escape into the sea for your future events.

➤ Beach & Relax

Unwind on pristine beaches with soft sands and tranquil waters, perfect for a day of relaxation, sunbathing, and work-life balance ideas.

➤ Yas Marina Experience

Experience the thrill of Yas Marina with world-class theme parks and the adrenaline-pumping Formula 1 circuit.

PROGRAMME AT A GLANCE

Digital & AI

Are Digital technologies and AI reinventing the wheel or will they change the future of event marketing and communication? Can AI replace us?

In this session: we'll dive into AI and other cutting-edge digital technologies, to identify the best strategies, tools and practices to amplify our potentials: avoid repetitive tasks, reduce workload, find creative ideas to communicate and engage, to measure, etc.

CSR/ESG

As awareness of corporate social responsibility grows, how do we delve into the intricacies of CSR / ESG strategies, measurement and regulatory challenges?

**Are sustainable events financially sustainable?
Could CSR become an engagement & revenue generation trigger?**

The session: we explore the multifaceted dimensions of CSR within the context of event Management to elevate knowledge and provide tools to drive socially responsible events, fostering a culture of innovation and responsibility. Participants will gain in-depth insights to *create, measure and maintain socially responsible events*, learning how to balance social and environmental stewardship with financial viability.

Engagement

How can we use **neurosciences** to understand the brain's response to stimuli? What are the **latest trends in engagement** models? In this session, we will explore the psychological foundations of engagement, uncovering the 'why' behind successful engagement strategies to forge lasting, impactful relationships. We will also delve into **innovative models** for client engagement aiming to equip leaders with the tools and knowledge to elevate their engagement efforts, ensuring lasting and impactful strategies to cultivate brand ambassadors.

Leadership

In today's dynamic and fast-paced business landscape, how to perform while managing remote teams and maintaining work-life balance? Fostering a culture of continuous improvement and well-being and an approach that harmonizes the growth of emerging talents with the development of experienced managers facilitates effective leadership. To this end, you need to work on 3 different axes: **developing your own leadership skills and attitude** (body, mind & soul), **empowering and engaging your team** to reach collective efficiency, and **aiming for high performance/excellence** while leading your events.

SPEAKERS



Laura Schwartz

As the White House Director of Events during the Clinton Administration, **Laura** created events that represented a nation and inspired the world. Today, Laura is a world-renowned professional speaker, respected television host and author.



Michel Yakovleff
Senior Consultant
NATO

Michel Yakovleff has served with the French army for 40 years, rising through the ranks from conscript soldier to Lieutenant-General. He spent 7 years in top NATO positions and ultimately as Vice Chief of Staff of the Supreme Headquarters Allied Powers Europe.



Philippe Boulanger

With 30 years of field experience, expertise, innovating and growing businesses, **Philippe** shares in his experiential conference-shows what he learnt as an entrepreneur or top manager in companies like IBM, Sagem, Apple, Sony or Neopost.



Domitille Kiger

TEDx Speaker, entrepreneur and skydiving World Champion **Domitille**, draws insightful parallels between her experiences orchestrating world record-breaking skydiving formations, and the challenges faced by today's leaders and managers in a world hungry for meaning. She offers a unique dive into the mechanics of inspirational leadership.



Deborah Pardo

PhD in Population Biology - Member of (SEF) The Society of French Explorers - Impact Scientist & Speaker with cutting-edge expertise on environmental issues, **Deborah** transports you around the world in the blink of an eye and restore the faith that it is in our hands to concretely initiate the societal and environmental changes.

SPEAKERS



Caroline McPhie

Caroline takes the best of opera and puts it at the service of management. Through opera - a field of high performance - Caroline demonstrates how it is necessary to nourish individual as well as collective effort.



Sherril Harris

Sherril uses her years of studying what makes us tick to help others get out of their own way so they create a life they love. Leveraging social science, relatable examples, thought experiments, she helps her audiences find what's possible in any situation.



Florence Alix

Vice-President of the French Tennis Federation and double bronze medallist at the 2008 Beijing Paralympic Games in wheelchair tennis, **Florence** discovers the secret of a turning adversity into opportunities and leverage diversity as a pillar of performance.



Kelly Bishop

For 15 years, **Kelly** has been leading Corporate Events at Liberty Mutual Insurance. She is now Chief Positivity Officer & Founder of Wellevate Experiences that help people unleash their natural positivity.



Eric van Duijn

Eric started his career in the Swiss Airforce as a pilot before joining the airline industry with Swissair where he served for more than 20 years. As Head of Valuoris, he now shares his expertise about change management and error management with international leaders.

... more speakers to come ...

MODERATORS - ADVISORY COMMITTEE MEMBERS



Mohamed M.
Secretary General
UITP



Paola C.
Head of Events
Proximus



Stefanie W.
Director Events
Siemens



Nicolas D.
Experiential Marketing
Manager
Nespresso



Rumyana D.
Senior Director Events
Euro Petroleum



Julien F.
Director of Congress
& Events
Beigene



Daniel V.
CMO
Wavestone



Stefanie D.
VP Events
SAP



Valérie T.
Head of sponsoring
& event
Orange



Monica T.
Marcom Manager
Qorus



Bjorn W.
COO
Creative Pro



Xavier C.
Marketing Director
Harley Davidson



Nadine V.
Senior Consultant
Thales



Geeske D.
Head of Events
Tata Consulting



Michal M.
Head of Brand
Activation
Samsung

MODERATORS - ADVISORY COMMITTEE MEMBERS



Gayane K.
Travel Manager
MTS



Ivan R.
Marketing Director
Acciona



Luca A.
VP Marketing &
Communications EMEA
IBM Technology



Rachele Z.
Event Manager
Engineering Group



Catherine A.
EMEA Event Manager
Eaton



Marco V.
Communication Director
Wella



Monika M.
Marketing Manager
HP



Pamela A.
Senior Director Congress
Celgene



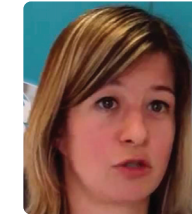
Jia W.
Head of Marketing
Xiaomi



Yakub K.
Procurement Head
Abbott



Imre D.
Events, Sponsoring
Michelin



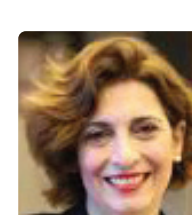
Julie M.
Head of Events
Mintel



Dimitris P.
Events & Marketing
Manager
Genesis Pharma



Mina E.
External Events Director
Alstom



Rana B.
Head of Corporate
Communication
Kale Grubu



Participate

DELEGATE PASS

- Access to **all conferences & activities**
- Lunches - coffee-breaks - dinners
- Airport **transfers**: from Dubai or Abu Dhabi airports
- Destination **experiences** (Museum & Traditions)
+ 1 room night (Feb 01) including breakfast
at Ritz Carlton Abu Dhabi

480€

SILVER PASS

- **ALL DELEGATE Pass benefits**
- **Special airfares** with Turkish Airlines
- Destination **experiences** (all) **+ 1 room night**
(Feb 01) including breakfast in a **5*Luxury Hotel**

675€

GOLD PASS

- **ALL SILVER Pass benefits**
- **3 nights** including breakfast at **Ritz Carlton**
(The Congress venue)
- Destination **experiences** (all) **+ 1 room night**
(Feb 01) including breakfast in a **5*Luxury Hotel**

1080€

FUTURE LEADERS

Bring future leaders from your company or sister company.
They will receive a **Complimentary Delegate Pass**
or a **50% discount on Gold Pass**



Conditions & Offers

DISCOUNTS

available for group purchase for a company & sister companies

> **BUY 2 Passes**

Delegate / Silver: receive **75€** discount
Gold: get **200€** discount

> **BUY 3 Passes**

Delegate / Silver: receive **150€** discount
Gold: get **300€** discount

> **3 or more**

Receive a **50% discount on all passes**

GRATUITIES

Refer 3 first-time participants (other company or association) purchasing a pass receive a **complimentary GOLD PASS**

[➤ contact us](#)

FLIGHTS



Up to 20% discount with Turkish Airlines

[+ info](#)

Flight schedule

Arrive on January the 28th in Dubai or Abu Dhabi (ideally afternoon)
Leave on February the 2nd (if you attend a Destination Experience)

PAYMENT DETAILS & FACILITIES

- ★ **Passes** attributed on a **first-come-first-served basis** : 250 Passes available
- ★ **Past Congress Participants / Advisory Board Members**
early bird extended until October 31st.
- ★ **Pay in one or several instalments** until June 2025 [➤ contact us](#)
- ★ **Be sponsored by UNICEO** [+ info about GRANT Programmes](#)