

MICECONline 2020
 ‘Renew, Reboot, Revitalize’
 Virtual Conference
 26-30 October 2020

CONFERENCE PROGRAM
 (as of 07 Oct 2020)

26 October 2020 | Monday

Renew (Recovery and New Normal)

Recommended attire of the day:

Inside Out – Let us know how you feel by the colors that you will wear

TIME	ACTIVITY	REMARKS
09:20 – 09:35	Opening Ceremony Virtual Show (followed by Invocation and National Anthem)	
09:35 – 09:40	Welcome Remarks Maria Anthonette Velasco-Allones Chief Operating Officer, Tourism Promotions Board (TPB)	
09:40 – 09:50	Keynote Message Bernadette Romulo-Puyat <i>Tourism Secretary</i>	
09:50 - 10:05	Message Zurab Pololikashvili Secretary-General, UN World Tourism Organization (UNWTO)	
10:05 – 10:10	Screen Break/ Stretching Break	
10:10 – 10:55	PLENARY SESSION 1 “Disrupting the Disruptor” (Turning Crisis into Opportunities) Brad Weaber <i>Principal, Brad Weaber Consulting</i>	
10:55 - 11:00	5-min screen break	
11:00 – 11:45	PLENARY SESSION 2 “Marketing in the COVID-19 Recession” Ashik Ashokan Head, WARC APAC Advisory	
11:45 - 11:50	Tour of MICECONline Virtual Venue -- Exhibit Area (Breakout room for games / fun networking)	
11:50 - 16:00	Session break	

	Explore the Exhibit Area and Community Board	
16:00 – 17:00	<p>PLENARY SESSION 3 “How to Sell During a Crisis”</p> <p>Ciara Feely Author, Steps to Win</p>	
17:00 – 17:10	Screen Break	
17:10 – 18:10	<p>BREAKOUT SESSIONS</p> <p>Breakout 1: “Global Situation of the Incentive Travel Industry”</p> <p>Lorenzo Pignatti President Elect, Association of Destination Management Executives International (ADMEI)</p> <p>Breakout 2: <i>‘Best Practices to Get a Piece of the Association Meetings Market in the New Normal’</i></p> <p>Noor Ahmad Hamid Regional Director (Asia-Pacific) International Congress and Convention Association (ICCA)</p> <p>Breakout 3: c/o Philippine Association of Congress Exhibition Organizers and Suppliers (PACEOS)</p>	
	- End of Day 1 Program -	
<p>27 October 2020 Tuesday</p> <p>Renew (Skills Development / Refresher Sessions) Recommended attire of the day: Regions Represent! (Show us where you’re from--Luzon: Blue, Visayas: Yellow, Mindanao: Red, Outside the Philippines: White)</p>		
09:25 – 09:30	“Relax and Restore Session (a breathing activity/exercise)	
09:30 – 10:00	<p>PLENARY SESSION 4</p> <p>“Ready or Not 2020” (Big Trends Set to Change the Landscape of Business)</p> <p>Mr. Winston Damarillo CEO, Talino Venture Labs</p>	

10:00 - 10:05	Session timeout	
10:05 - 11:05	<p>PLENARY SESSION 5</p> <p>Panel Discussion: “Coping with the Pandemic” (sharing of best practices and value of collaboration)</p> <p>Panelists c/o ADMEI</p> <p>Moderator: Alaina Tobar President, ADMEI</p>	
11:05 - 14:30	Session timeout	
14:30 - 15:15	<p>BREAKOUT SESSIONS</p> <p>Breakout 1: Convention Management Professional (CMP) Certification 101 Facilitator: PACEOS/ Ph MICE Academy</p> <p>Breakout 2: DMC 101 and Certification Programs (DMCP AMDC) Speaker: Lisa Deleon ADMEI Certification and Accreditation Board</p> <p>Breakout 3: CVENT Certification Program Facilitator: CVENT</p> <p>Breakout 4: The Importance of Associations in the MICE Industry (Associations 101) Facilitator: Philippine Council of Associations and Associations Executives (PCA AE)</p>	
15:15 - 15:30	Screen break	
15:30 - 16:15	<p>BREAKOUT SESSIONS</p> <p>Breakout 1: CMP Course Facilitator: c/o PACEOS / Philippine MICE Academy</p> <p>Breakout 2: Emergency Preparedness Certificate Program Facilitator: ADMEI</p> <p>Breakout 3: Getting Closer Remotely (How to keep members intact in a physically remote environment) Facilitator: PCA AE</p>	
16:15 - 16:30	Screen break	

16:30 – 17:00	PLENARY SESSION 6 MICE Roadmap 101 Proposed Panelists: DOT, DTI-BOI and PACEOS	
17:00 – 17:30	MICE Roadmap Sectoral Townhall Special Focus on Meetings and Conventions Proposed Moderator: PACEOS	
	- End of Day 2 Program -	
28 October 2020 Wednesday Reboot: Sustainability Day Recommended attire of the day: “Life is a box of crayons” (Pick your favorite Crayola color e.g. Periwinkle, Apricot, Cobalt Blue, Cotton Candy)		
09:50 – 10:00	Health and Wellness Session (in partnership with a health and wellness center)	
10:00 – 11:00	PLENARY SESSION 7 “Gearing Up for the New Normal” (A panel discussion on health and safety regulations, SafePass, Safe Travels Stamp and Meetings and Event Design Accepted-Practices Guide from the Events Industry Council)	
11:00 – 14:30	Session timeout	
14:30 – 15:15	BREAKOUT SESSIONS Tba	
15:15 – 15:30	Screen break	
15:30 – 16:30	PLENARY SESSION 8 (How to Green a Hybrid Event and How to Make It Sustainable) Peter Reelfs Sustainability Advisor – Lecturer	
16:30 – 16:45	Screen break	
16:45 – 15:15	MICE Roadmap Sectoral Townhall Special Focus on Incentive Travel Proposed Moderator: Movement of Incentive Travel Executives (MITE) and/or Tourism Congress of the Philippines (TCP)	
	- End of Day 3 Program -	

	<p>Breakout 1: “Bring Your Homegrown Brand to Life: How to Build Your Own Brand on a Budget” Proposed Speaker: Mr. Richard Yabut and Ms. Maisie Littau</p> <p>Breakout 2: “From Streaming to Earning: How to Create Livestreaming Content That Sells” Proposed Speaker: Ms. Michiko Soriano-Gaeng Vice President, Brand and Strategic Partnerships, KUMU</p> <p>Breakout 3: “Shop Your Way to Success: How to Reboot Your Business via E-Commerce” Proposed Speaker: Mr. Kevin Foo APAC Communications Lead, Shopify</p>	
16:15 – 16:30	Screen break	
16:30 – 17:00	MICE Roadmap Sectoral Townhall Special Focus on Exhibitions Proposed Moderator: PACEOS	
30 October 2020 Friday Revitalize (Synthesis for a Revitalized PH MICE Industry) Recommended attire of the day: #FilipinoFashionFridays (Wear something Filipino-made)		
10:00 – 10:10	Health and wellness session	
10:10 – 11:00	PLENARY SESSION 10 “How to Win Domestic Events” Proposed Panelists: PCAAE, PCCI Proposed Moderator: Rep from PACEOS	
11:00 – 14:30	Session timeout	
14:30 – 15:15	C-Suite Session Key Learnings in 2020: Steering through Rough Waters <i>With the pandemic hitting major industries like a rogue wave, these key leaders from the MICE/</i>	By Invitation (C-level)

	<p><i>Business Events Industry will share insights on how they plan to steer their businesses back on course.</i></p> <p>Facilitator: tba</p>	
15:15 – 15:30	Screen break	
15:30 – 16:15	<p>PLENARY SESSION 11 (Inspirational)</p> <p>“Possible Thinking”</p> <p>Jessica Cox <i>Internationally renowned motivation speaker. She is the world’s first licensed armless pilot, as well as the first armless black-belt in the American Taekwondo Association</i></p>	
16:15 – 16:30	<p>Closing Remarks</p> <p>Maria Anthonette Velasco - Allones Chief Operating Officer, TPB</p> <p>Closing Virtual Show</p>	
16:30 onwards	Social Hour	
	- End of the Program -	