

# SAVE THE DATE!

**imex**  
**FRANKFURT**  
**23-25 MAY 2023**

## IMEX POLICY FORUM 2023

### Uncomfortable Conversations & Unexpected Solutions



**Aligning the goals and priorities of policymakers and the  
Business Events industry in a complex and uncertain world**

#### Executive Summary

Building on the outcomes and recommendations from the redesigned 2022 edition of the IMEX Policy Forum, this year's event will once again bring together policy makers, destination representatives, business events association executives and other thought-leaders in this field for a half-day of intensive, perspective-shifting discussion.

We aim to challenge wishful thinking and comfortable consensus, identify genuinely new ways of thinking about the major threats and opportunities that we face, and in doing so to influence and align future high-level conversations around the world about the value, relevance and impact of business events.

#### Content overview

There is no cast-iron guarantee of future success for the Business Events sector: we are not natural high-flyers on the list of policy makers' priorities; we are often seen as part of the sustainability problem rather than part of the solution; we suffer from frequent bouts of identity crisis in terms of where precisely we fit into the economic landscape.

To chart a path where we can survive and thrive, and more importantly, where we can maximise our contributions to thriving cities and sustainable solutions for the whole planet, we need to start holding uncomfortable conversations, not only with the usual suspects, our industry colleagues and clients, but with sceptical policymakers and with experts who will challenge our assumptions and stretch us to find unexpected solutions!

For further information contact **Natasha Richards**  
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For Highlights of the 2022 Forum please visit  
[imex-frankfurt.com/policy](https://imex-frankfurt.com/policy)

# 2023 IMEX POLICY FORUM Provisional Programme

Tuesday 23 May 2023, Frankfurt, Germany

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**FRANKFURT**  
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## 11:00-13:00

Visit IMEX at your leisure. Time to visit your destination stand, explore the show floor and experience the buzz of IMEX, accompanied by representatives from your destination.

## 13:00

Transfer from Messe Frankfurt to the Frankfurt Marriott Hotel.

### CONCURRENT DISCUSSION GROUPS (By invitation only)

#### 13:45-15:15

##### National Government Discussion

Attended by national government ministers of travel and tourism, economic affairs and any portfolio related to the meetings and events industry.

**Chaired by: Martin Sirk, Owner, Sirk Serendipity**

##### City Workshop

A workshop designed specifically for local, municipal and regional policy makers and destination representatives.

Greg Clark is a Global Urbanist and leading advisor, advocate and mentor on cities and businesses.

**Facilitated by: Prof. Greg Clark CBE**

### POLICY FORUM

(Open to all forum delegates)

#### 15:15-15:45

Networking coffee break

#### 15:45-16:00

Welcome | Introduction | Objectives

#### 16:00-18:00

Plenary | Round table discussions

#### 18:00-19:00

Drinks reception

#### 19:00

End of programme



#### Collaborators



JOINT MEETING INDUSTRY COUNCIL



CORPORATE PARTNER



EUROPEAN CITIES MARKETING  
MEET EUROPEAN CITIES



ICCA



MEETINGS  
MEAN  
BUSINESS



Meeting made in Germany  
German Convention Bureau



DESTINATIONS  
INTERNATIONAL

#### Partner

**THE ICEBERG**  
Legacies of business events



REACTION TO THE  
2022 POLICY FORUM

*"Heartfelt gratitude to you and the whole team who organized the Policy Forum. This Forum was the absolute best and most important industry Forum I have attended. The depth of the content, the high level networking was absolutely unparalleled."*

**Chiara Palieri**

**Senior Director of Conferences & Exhibitions**

The IMEX Policy Forum is organised in collaboration with European Cities Marketing (ECM), the International Congress and Convention Association (ICCA), the International Association of Convention Centres (AIPC), Meetings Mean Business Coalition, Destinations International and German Convention Bureau, under the auspices of the Joint Meetings Industry Council (JMJC) and Events Industry Council (EIC).