



E

I

G

H

T



Establishing Credibility (1)



Intelligence



Creativity



The Club

Establishing Credibility (2)

ibtm[®] WORLD

ILEA
INTERNATIONAL
LIVE EVENTS ASSOCIATION

***ICE19**
AWARDS & CONFERENCE
11 JULY 2019 LONDON

BACK TO THE FUTURE

themes from 2018



A photograph of several world leaders in formal attire. Theresa May is in the center, looking down. To her right is Shinzo Abe with his arms crossed. In the foreground right is Donald Trump. Other leaders are visible in the background.

‘Events are Good for Business’

‘Instability the new normal’

‘... a confident, growing industry,
showing its value to business ...’

A satellite photograph of Earth from space, showing a curved horizon and a mix of blue oceans and green landmasses. A semi-transparent dark blue horizontal bar is positioned across the middle of the image. On the left side of this bar, there is a decorative graphic consisting of two overlapping circles, each filled with concentric white lines. The title text is centered within the bar.

The Global Situation

A background image showing a large stack of red shipping containers. Some of the containers have the flag of the United States (stars and stripes) and others have the flag of China (red with yellow stars). The containers are stacked in a way that creates a sense of depth and scale.

‘Slowbalisation’

Growth ... however

Projected growth for 2019 down
from +2.9% to 2.8% (EIU)



US growth down from 2.5% to 2.2%

China growth down from 6.4% to 6.2%

‘The Great Stall of China’

High risk countries ...





Reasons to be Cheerful



The meetings and events sweet spot

STEM

FinTech: \$350bn industry

AutoTech



The background is a teal-colored graphic. On the left, there is a large, stylized white hand with fingers spread. In the center, there are concentric circles in a lighter shade of teal, with a faint camera icon in the middle. Above the circles is a white calendar icon, and below is a white gauge icon. A thick red line with a white circular node at its end extends from the bottom center towards the right. Another white line extends from the top right, ending in a red circular node. The word "PharmaTech" is centered in a dark blue rectangle.

PharmaTech

Sports & esports





RIGHT HERE. RIGHT NOW.



Brexit equals

Delay UK



Seller to buyer market (CWT Meetings & Events)

Increased pressure on rates

Value?



Incentives are exciting

Two thirds of incentive travel includes meetings

Transformative Travel

Authentic experiences

Wellness 2.0



Experiential / marketing

Venue finder

In house agency

Wellness 2.0

Merging sustainability, authenticity and wellness



A photograph of a conference room with several round tables covered in dark blue cloths, each set with white napkins, glasses, and water bottles. The room has white walls, recessed ceiling lights, and blue ambient lighting. A large, faint circular pattern is overlaid on the center of the image. Four semi-transparent blue text boxes are stacked vertically in the center, containing the text: "Smaller session sizes", "Lead time convergence", "Convergence of meeting type", and "Roadshows".

Smaller session sizes

Lead time convergence

Convergence of meeting type

Roadshows

A wide-angle photograph of a beach at sunset. The sun is low on the horizon, casting a warm glow over the scene. The ocean waves are visible, and the wet sand reflects the light. In the center, a person is riding a bicycle along the shoreline. A semi-transparent blue rectangular box is overlaid on the image, containing the text "Fighting Uncertainty". Behind the text box, there is a circular graphic consisting of concentric, slightly offset rings, resembling a fingerprint or a ripple effect.

Fighting Uncertainty

Encourage certainty

LG ThinQ[®] AI





The Experience Economy



Festivalisation

Listening events

A new age of 'dynamic' event professionals



The Future

An aerial night view of a city, likely Singapore, featuring the Marina Bay Sands and the Esplanade - Theatres on the Bay. The city is overlaid with a glowing blue network of lines and nodes, representing smart infrastructure. The text "Smart Cities with smart infrastructure" is displayed in a white font within a dark blue rectangular box.

Smart Cities with smart infrastructure

Driverless cars

Alexa



The Edge of Chaos

THE
MUSIC
OF THE



E

I

G

H

T