

Meet in Ural!

Welcome to Sverdlovsk region

MICE DAY in the Urals

June 28, 2019 | Ekaterinburg

BUSINESS AGENDA

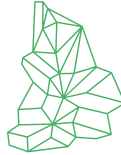
Expohall at IEC "Ekaterinburg-EXPO"
Address: Ekaterinburg, Ekspo Bul'var, 2



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| 09:00 | Transfer for the participants of the General Assembly of the RUEF. |
| 09:20–17:00 3rd floor | Registration of the participants of the General Assembly of the RUEF: badges retrieval, issue of working materials and documentation. |
| 09:30–10:00 | Welcome coffee (<i>in the coffee-break area</i>). |
| 10:00–11:00 3rd floor | RUEF BUSINESS EVENTS. MEETINGS OF THE RUEF COMMITTEES Event for the RUEF members only. |
| 10:45–12:00 | Invigorating coffee. INSPECTION OF EKATERINBURG EXPO — INTERNATIONAL EXHIBITION CENTER Several tours through the IEC shall be organized during the coffee-break. Groups of 15–25 people. |
| 11:00–12:00 Hall Б303 | MEETING OF THE RUEF PRESIDIUM |
| 11:00–12:00 Hall Б307 | INDUSTRY DISCUSSIONS PLATFORM Platform 1. Digital-immersion. <ul style="list-style-type: none">➤ Smart solutions for the MICE industry: online solutions, cloud services, technological solutions, continuous localization services.➤ Digital trace of a congress and exhibition event: how to build digital communications with the participants. Moderated by: Maria TSEDEVIYN, Head of Advertising, Design and Digital, Expoforum International LLC. Speakers: <ul style="list-style-type: none">• Alexander MILOKHOV, representative of AST Telecom JSC;• Mikhail MOGILEVSKY, General Director of NPO Analytica;• Martin KILAMTI, General Director of Expodata LLC. |
| 12:00–13:00 Hall Б312 | Platform 2. For organizers. PROdevelopment: Improve. Adapt. Overcome. Success stories. Cases. Failures. <ul style="list-style-type: none">➤ brand development;➤ «stars» and «wild cats» — projects (topics) on the BCG matrix;➤ Influence Marketing;➤ new formats;➤ competition and synergy. Moderated by: Maria KUZMYTSKAYA, Business Consultant at IEC «Moldexpo». Participants: CEOs of regional exhibition centers. |
| 11:30–13:15 Hall Г301 | EDUCATIONAL SESSION SMART-MICE Organizer: ABT-ASTE. Moderated by: Irina MIKHALKOVA, Executive Director, ABT-ASTE Russia Speakers: M (meetings) — Sergey ARMISHEV, General Director of “Special Project Agency”; I (incentives) — Maria VERYUTINA, Senior specialist at “Zelenski Club & MICE”; C (conferences) — Elena FADEEVA, Head of Corporate Services and Logistics, PPF Life Insurance; E (events/exhibitions) — Yana Bryzgalova, leading specialist of internal communications of PJSC CB UBRD, Daria SYCHUGOVA , leading specialist of the department for work with corporate culture of PJSC CB UBRIR; Smart-MICE: <ul style="list-style-type: none">• Tatyana OGNIVOVA, MICE department director at “Very Good Transfers”;• Evgenia GORODETSKAYA, Vice-President for Technological Development at “EGO Translating”;• Oksana TROFIKOVA-NIDENTAL, General Director of OOO Visit Ural-Sibir. |
| 12:00–17:00 Hall Б318 | WORKSHOP «BE IN RUSSIA@URAL/БУДЬ В РОССИИ НА УРАЛЕ» Meeting place for agencies and venues. Contacts exchange and presentations according to the schedule. Meeting venues of the Urals inspection. |
| 13:00–14:00 Restaurant on the 4th floor | LUNCH. GASTRONOMIC PALETTE OF THE URALS The Urals, in addition to rich and generous nature, have more than 120 nationalities living here, thus the regional cuisine of the Urals is very special and has no analogues. Each of the numerous ethnic groups living here has contributed to the development of the Urals food culture. The recipes of the Ural cuisine combine both Russian and Asian culinary secrets. Mixing the traditions of the Tatar, Kazakh, Bashkir, Slavic and Finno-Ugric peoples has brought the Ural cuisine to a whole new level. |
| 14:00–17:00 Hall Г301 | STRATEGIC DISCUSSION «MICE INDUSTRY IN THE REGIONS OF RUSSIA: VECTOR OF DEVELOPMENT» (for industry professionals) Topics to discuss: <ul style="list-style-type: none">➤ Congress and exhibition infrastructure of Russia: how to compete with international industry leaders for attracting major events;➤ Global meeting industry trends;➤ Role of the congress and exhibition industry development for a regional economy and its' implementation of national projects;➤ City as a place of attraction for large business events;➤ What events are in demand for the industry 4.0: is the MICE industry ready for a digital business transformation?➤ Cost-effectiveness of the congress / exhibition event. Index of the exhibition industry;➤ About standardization of exhibition, fair and congress activities in Russia. |

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| 14:00–14:30 Hall Г301 | <p>WARMING UP «BRAIN-RING» TOPIC: «HOW TO TRANSFORM RUSSIA INTO A “MUST-VISIT COUNTRY” AND RUSSIAN INDUSTRIAL CITIES INTO “MUST-VISIT CITIES”»</p> <p><i>Moderated by:</i> Pavel DEMIDOVICH, TV-host at RBC-TV.</p> <p>KEYNOTE SPEAKERS</p> <ul style="list-style-type: none"> • Sergey ALEKSEEV, President of the RUEF; • Tatiana ANISIMOVA, Head of the Communications Department at Foundation Center for Strategic Research; • Rob DAVIDSON, managing director of «MICE Knowledge»; • Alexey KALACHEV, Director of National Congress Bureau Association; • Paul COLSTON, managing editor at «Conference&Meetings World»; • Yanina DUBEYKOVSKAYA, Vice-President of WCFA for Public Speakers. |
| 14:30–15:30 Hall Г301 | <p>TALK-SHOW «GLOBAL COMPETITION OF DESTINATIONS FOR BUSINESS EVENTS»</p> <p><i>Moderated by:</i> Pavel DEMIDOVICH, TV-host at RBC-TV.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Sergey ALEKSEEV, President of the RUEF; • Sergey SELIVANOV, Director of the Department of Exhibition, Fair and Congress Activities of CCI of Russian Federation; • Victoria KAZAKOVA, Minister of Investments and Development of Sverdlovsk Region; • Irina MITROFANOVA, director at RBC publishing house; • Alexander PORODNOV, General Director of «Investment Promotion Agency of Sverdlovsk Region»; • Alexey KALACHEV, Director of the National Congress Bureau Association; • Inga MIKAELIAN, Head of the RBC Market Research group. |
| 15:30–15:45 Hall Г301 | <p>CASE-STUDY «FOCUS ON A COUNTRY»</p> <p>About a country's image as a target for MICE marketing, about growing brands, about statistics of MICE-industry development in South Africa — ups and downs; about the connection of industry development with the developing image of the country; the global competitive environment; possible tips for Russia.</p> <p><i>Guest Speaker:</i> Solly MOENG (South Africa), Chairman of South Africa Brand Summit</p> |
| 15:45–16:15 Hall Г301 | <p>PLATFORM «OPINION». TOPIC: «MICE INDUSTRY IN THE REGIONS OF RUSSIA: POINTS OF GROWTH»</p> <p><i>Interviewer:</i> Pavel DEMIDOVICH, TV-host at RBC-TV.</p> <p>KEYNOTE SPEAKERS:</p> <ul style="list-style-type: none"> • Tatyana FLEGANOVA, Head of the Ural Congress Bureau, Ekaterinburg; • Andrei ZHUKOVSKY, CEO of RussCom — IT Systems, Moscow; • Ekaterina KOLYADA, Member of the Supervisory Board of the Association of Directors of Communications and Corporate Media of Russia (ACMR), Moscow; • Andrey BESEDIN, President of Ural Chamber of Commerce and Industry, Ekaterinburg; • Almina MUMINOVICH, producer at the St.-Petersburg branch of ITRC «Mir», St.-Petersburg; • Oksana TROFIMOVA-NIDENTAL, General Director of OOO Visit Ural-Sibir Ekaterinburg; • Alexander ELISEEV, the founder of the project «FAQ», Moscow; • Sergey SHUKLIN, President of «Congress Visit Bureau of Sochi» Partnership, Sochi; • Igor Danilov, Director of IEC «Ekaterinburg-Expo», Ekaterinburg; • Tatyana EFIMOVA, General Director, MICE Agency “MORE”, Kaliningrad; • Vladimir TABACHNIKOV, General Director of Kuzbass Fair LLC, Ekaterinburg; • Vera YERMILOVA, General Director, Dalexpocentre LLC, Vladivostok. |
| 16:15–16:30 Hall Г301 | <p>ANALYSIS WORLD TRENDS OF THE MICE INDUSTRY</p> <p>Trends and current developments in the international mice market. How trends in technology, demography and Economics influence supply and demand in the MICE market.</p> <p><i>Speaker:</i> Rob DAVIDSON, managing director of «MICE Knowledge».</p> |
| 16:30–16:50 Hall Г301 | <p>RESUME</p> <ul style="list-style-type: none"> • Alexander PORODNOV, General Director of the Investment Promotion Agency of Sverdlovsk Region; • Sergey ALEKSEEV, President of RUEF; • Victoria KAZAKOVA, Minister of Investment and Development of Sverdlovsk Region; • Tatiana ANISIMOVA, Head of the Communications Department at Foundation Center for Strategic Research; • Alexey KALACHEV, Director of the National Congress Bureau Association; • Sergey SELIVANOV, Director of the Department of Exhibition, Fair and Congress Activities of the RF CCI; • Natalia EVNEVICH, organizer of «MICE Day in the regions of Russia». |
| 16:45–17:10 | Coffee-break. Networking. |
| 17:15–19:15 Hall Б305 | <p>GENERAL MEETING OF RUEF MEMBERS <i>(prior registration needed)</i></p> <p>Ends with an evening buffet (at 19:30)</p> |
| 17:30–20:30 | <p>THE PROGRAM OF EXPLORATION OF REGION'S MICE-OPPORTUNITIES FOR INVITED EXPERTS AND MEDIA</p> <p>2 groups on different routes: departure of the first group at 15:00, departure of the second group at 17:30. <i>(prior registration needed)</i></p> |
| Ural night | <p>CULTURAL PROGRAM. ATTENDING EVENTS OF “URAL MUSIC NIGHT” FESTIVAL</p> <p>Format: visiting key sites confirmed with organizers.</p> <p>Ural Music Night is a festival that brings together all possible genres and styles of music and hundreds of thousands of completely different people. This is the night when the city becomes one big concert venue and the musical center of the planet. The best musicians of the city, country and the whole world perform on scenes inscribed in the urban space. Ural Music Night is the only festival in the world where representatives of a wide variety of musical styles, styles and genres share their work at the same time. Classics and rock and roll, bard song and ethnics, brass bands and choral singing, lounge and jazz. But not only multi-genre gives the festival a unique format — the whole city acts as a stage, and access to all venues is absolutely free.</p> |

ORGANIZERS



URAL
CONGRESS
BUREAU



PARTNER ASSOCIATIONS



Ассоциация директоров
по Коммуникациям
и корпоративным
Медиа России

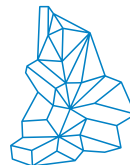


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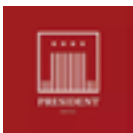
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