



International MICE Geography Show Russia 2017

25 October – 26 October 2017

Moscow, 3 venues, 2 days

WORKSHOP DAY

Date: **October 25, 2017**

Venue: **The Ritz-Carlton, Moscow**

Address: Tverskaya str., 3, Moscow

09:00 – 10:00	Registration
10:00 - 14:00	Individual meetings of exhibitors and buyers*
11:00 - 14:00	Educational programme Buyers Lounge**
14:00 - 14:50	Lunch
15:00 - 18:00	Individual meetings of exhibitors and buyers *
15:00 - 18:00	Educational programme Buyers Lounge**
18:00 - 22:00	Cocktail

** On preliminary appointment in the online account*

***Only for hosted buyers, corporate buyers and TMC representatives, MICE and event agencies that have registered for the workshop*

Speech topics of Buyers Lounge

11:00 -14:00	An event not for the sake of the event: how to measure and to increase ROI of a corporate training or an event
15:00 -18:00	Sergey Armishev, General director Special Project Agency Linguistic support of international events: how to make foreign participants feel comfortable Vladimir Shebanov, Development director Roid Translation Agency XYZ: efficient approaches to event planning for different generations of employees Anna Nazzyrova, Corporate Services Department Manager, EY Kazan Soul-stirring marketing Anton Vert, CEO VertComm A night at a hotel: secrets of hotel booking for business trips and events during FIFA 2018 Julia Manuilova, CEO CITYTRAVEL New formats for events or when the agency is a goldfish Alvert Lapytov, Development director MAXIMICE

EDUCATIONAL CONFERENCE

Date: **October 26, 2017**

Venue: **Museum of Russian Impressionism**

Address: *Leningradsky prospekt, 15 bld 11, Moscow*

- 09:00 - 09:45 Registration
[Hall I \(simultaneous interpreting\)](#)
Conference
- 09:45 – 10:00 **Welcome speech**
- 10:00 - 11:30 **Make MICE Wise**
Study cultural differences for organizing successful events
Ganessan Suppiah, Regional Director of Sales UK & Ireland, Nordic and Russia, Worldhotels
Consumer trends. Travel & MICE as an impressions industry
Vera Neschadina, Consultant, Qualitative Research, GfK Rus
Safe & Secure. How to ensure the safety on corporate events?
Oleg Danilyuk, Head of Security Department, HYATT REGENCY MOSCOW PETROVSKY PARK
Collaboration era: sport in museums, lecture parties, races at conferences
Dmitry Saveliev, Independent expert
- 11:30 - 12:15 Coffee break
- 12:15 - 13:30 **More than just an event... charity in MICE**
Evgeniya Solovtsova, Communications manager Merck
The way to solve your business tasks with business events
Maria Smirnova, Head of marketing department Sivantos GmbH
Panel discussion Technologies in MICE
Moderator – Philipp Lukyanenko, General Director HRG Russia
Experts:
Kirill Rozhkovsky, Development director Eventicious
Anzhelika Snitko, Senior Event Manager BAYER
Lily Shurlygina, Director of sales and marketing NOVOTEL IBIS ADAGIO MOSCOW KIEVSKAYA
[Hall II \(in Russian, without simultaneous interpreting\)](#)
Skills you need
- 10:00 - 11:30 **Old things in a new light: the art of presentations**
Aleksy Burba, presentations consultant
- 12:15 - 13:30 **The art of self-representation**
- 13:30 – 15:00 Coffee break and museum excursion

GALA DINNER***

Data: **October, 26, 2017 года**

Venue: **S.H.E.L.K**

Savvinskaya naberezhnaya 12, bld 10G, Moscow

- 17:30 - 20:00 Beauty and drawing master classes for early birds
- 18:30 - 20:00 Welcome reception
- 20:00 - 23:00 Gala dinner (by invitation only)

***On preliminary invitation only