



AMRinternational.

AMR International presents:

The Data and Digital Strategy Events Symposium

30 November and 1 December 2016 | Mandarin Oriental Hyde Park, London

FOR LEADERS AND DIGITAL INNOVATORS IN THE EVENTS INDUSTRY

What is this event about?

Today we see many organisers maintaining strong revenue streams based on their traditional business model. But how long can this last?

Data and technology are disrupting the status quo. They are changing the event experience, the expectations of event participants and ultimately the bottom line.

As we have seen in other industries, winners embrace new opportunities or face being left behind.

To tackle these issues, join us at the Data and Digital Strategy Events Symposium on Wednesday 30 November (invitation only) and Thursday 1 December in London.

Presented by AMR International, the symposium will enable you to connect with your peers, while ensuring you gain new perspectives and practical take-aways that will help you to structure your data and digital strategies, future planning and forecasting.

How is this event different?

As the global leader in strategy consulting for the events industry, AMR is uniquely positioned to offer greater clarity, deeper insights and actionable recommendations that will make a real impact to the future of your organisation and events.

This two-day event combines the best of both worlds – AMR's unrivalled expertise, plus a rare opportunity to connect with, and learn from, some of the most influential senior executives and digital innovators in the industry.

Why do you need to attend?

This is your chance to step back, evaluate, and plan for the future – something that is hard to do when you are so focused on your day to day responsibilities.

By attending this event you will:

- Share best practice in an off-the-record format, while networking with your peers
- Discuss your technology needs, trends and implications with a focus on data analytics and audience engagement
- Be inspired and take part in creative and innovative thinking, while discussing real-world success stories from other industries
- Develop practical, actionable strategies that will keep you ahead of the game

DAY ONE (invitation only)

Wednesday 30 November | Mandarin Oriental Hyde Park, London

Format overview

- A roundtable exclusively for senior and C-level executives – numbers are strictly limited. Closed-door discussions on the use of data and event technologies with a select group of digital leaders from event organisers
- Discuss and share your common challenges while maintaining discretion to protect individual competitive advantage
- You will be encouraged to share your own experiences in an off-the-record format – AMR will facilitate these discussions and ensure you obtain specific take-aways from both the group discussion and the peer-to-peer networking
- In the evening delegates (including those attending day two) are invited to an exclusive networking canapés and cocktail reception

“We are now at the point when every organiser has to define its data and digital strategy – this event provides the setting in which you can step back, evaluate and plan for the future.”

– Denzil Rankine, Executive Chairman
AMR International

Agenda (subject to change)

- 08.00 Light breakfast and registration
- 09.00 Opening remarks
- 09.15 Introductions
- 09.30 The strategic context of digital and data in events
 - Roundtable discussion
- 10.15 Break
- 10.45 Organisers’ case studies
 - Roundtable discussion
- 12.00 How does digital create monetization opportunities?
 - AMR introduction followed by a roundtable discussion
- 13.00 Lunch and networking break
- 14.30 Value creation through data analytics for organisers
 - Roundtable discussion
- 15.45 Break
- 16.15 Improved audience engagement and experience through tech enabled events
 - Roundtable discussion
- 17.30 Conclusions
- 17.45 Close
- 18.30 Networking ‘canapés and cocktail’ reception to 20.30

DAY TWO (open to all attendees)

Thursday 1 December | Mandarin Oriental Hyde Park, London

Format overview

- Day two officially opens with a 'canapés and cocktail' reception the previous evening (30 November) in the Ballroom of the Mandarin Oriental, Hyde Park. This will be an exclusive networking event allowing all delegates to meet in an informal, social environment
- Day two is open to all attendees – delegates attending the roundtable on day one, along with additional delegates from organisers, venues, service providers and tech vendors
- A key focus will be on the expectations and opportunities that the event industry faces in adopting and integrating technology

Speaker faculty

- Both days will be chaired by Denzil Rankine, Executive Chairman, AMR International. Keynote speakers and the customer panel will include senior executives from a range of industries that have already undergone a tech revolution and can therefore speak with experience as well as authority

Keynote speakers

- Marco Giberti is a former organiser and now investor in numerous event tech businesses. His industry expertise makes him uniquely qualified on this cutting edge subject
- Martin Newman founded Practicology in the UK, and leads the global business today. He has been involved in multichannel retailing for over 25 years. Outside of Practicology, Martin Newman is a Non-Executive Director for retailers Conviviality Plc and White Stuff

Agenda (subject to change)

- 08.00 Light breakfast and registration
- 09.00 Opening remarks
- 09.15 Exhibitor insights on their needs and requirements for events in the digital era
 - Customer panel discussion
- 10.15 Impact of technology and data in the retail sector
 - Keynote presentation
- 11.15 Break
- 11.45 The future of event technology
 - Panel discussion
- 12.45 Lunch and networking break
- 14.30 Is there a gap between supply and demand?
 - Point / counterpoint panel discussion
- 15.15 Break
- 15.45 Value creation through data analytics
 - Keynote presentation
- 16.30 Break
- 16.45 Synthesis of all discussions
 - Workshop
- 17.30 Closing remarks
- 17.45 Close

Who will be invited?

The event aims to attract participants from the leading event organisers which include:

Target companies

- Artexis Easyfairs
- Ascential
- Clarion
- Comexposium
- Deutsche Messe
- DMGi
- GL Events
- Hamburg Messe
- Informa
- ITE
- Koelnmesse
- Messe Düsseldorf
- Messe Frankfurt
- Messe Muenchen
- Reed Exhibitions
- Reed Midem
- UBM

Target job titles

The event is open to senior executives responsible for digital, technology, marketing, strategy etc. Indicative job titles will include:

- CEO
- Group MD
- Chief Digital Officer
- Chief Information Officer
- Chief Marketing Officer
- Chief Strategy Officer
- Chief Technology Officer
- Commercial Director
- Customer Insight Director
- Digital Director
- Digital Marketing Director
- Head of Digital

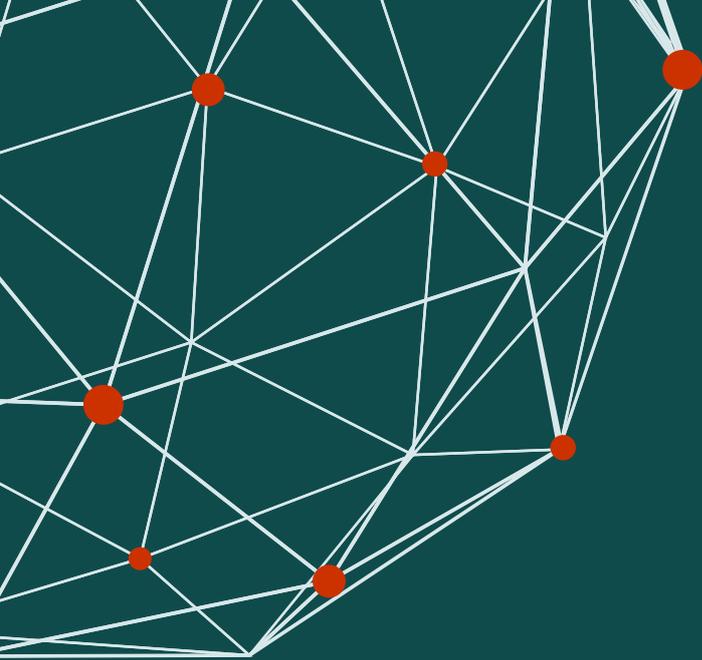
Delegate Fee

	Option 1 (invitation only)	Option 2
Programme including	Day 1 & Day 2	Day 2 only
Fee	£1,000 per delegate	<ul style="list-style-type: none">▪ Event organisers: £500 per delegate▪ Other participants: £600 per delegate
Group discount		<ul style="list-style-type: none">▪ Group discount for Day 2 delegates accompanying Day 1 invitees: £450

Register today

Delegate numbers are limited so register now to secure your place.

Visit amrinternational.com/ddsymposium T: +44 20 7534 3860 E: gail.appleby@amrinternational.com



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AMR International

AMR is the strategic partner to the global events industry. Adding value through vision, analysis and insight, with unparalleled depth and breadth of experience.

As world leader in strategy consulting to the events industry, AMR's dedicated exhibitions team has completed well over 600 exhibitions projects worldwide. In addition to group strategy, we have covered every aspect of exhibition organisation, from launch reviews and market entry strategy to acquisition planning and commercial due diligence. We also support organisers with operational improvement; this includes data and digital strategy, structuring processes and revenue enhancement through predictive data analytics and value-based pricing.

From over 6,000 events we have created a database that provides key performance indicators for the industry, which supports the insight delivered through our work.

AMR authors the annual assessment and forecast for the global exhibitions industry: Globex. This provides an unbiased comparison between the world's most important exhibition markets as well as selected sectors.



The Symposium is centrally located at:

Mandarin Oriental Hyde Park
66 Knightsbridge
London SW1X 7LA

Nearest tube station:
Knightsbridge (take exit 1)

London ■

New York ■

Paris ■

New Delhi ■