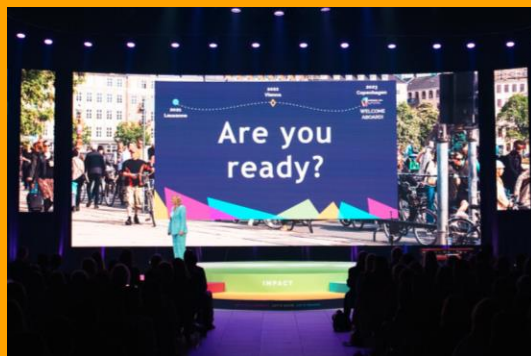
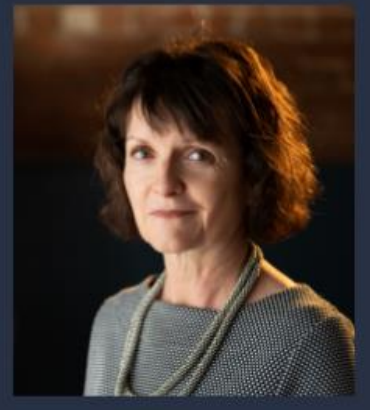


WELCOME



PCMA COMMUNITY BRANDS





Driving global, economic and social transformation through business events.

EMA Advisory Board



Anna Fox



Christina Petrova



Clare Melton



Elisabeth Kaufman



Emma Stoker



Lauren O'Brien



Mai Pound



Mark Gill



Rebecca Andlaw



CONVENE4CLIMATE.ORG



**THANK YOU
IMEX 2024 -
SEE YOU IN
BARCELONA**

#CONVENINGEMEA



WELCOME

Chitra Ram

Head of Business
Development & Growth



PCMA Convene Podcast

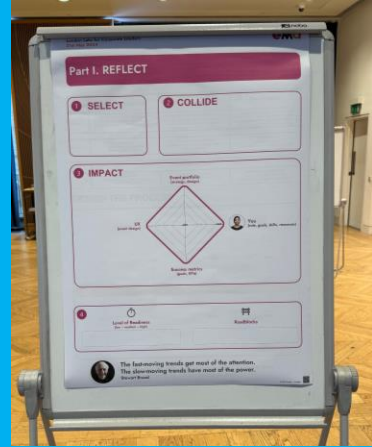


A fresh take on
the business
events industry.



EMA & PCMA Labs

The educational sandbox lab for business events professionals





CONVENING EMEA

30 SEPT - 2 OCT
2024 | BARCELONA

The Nexus of Business Events

Be Present, Be Open, Be Challenged

31 Days to go!!!

Programme Architecture



Conversation Starters

Informal conversations in an intimate environment. Priorities or Challenges



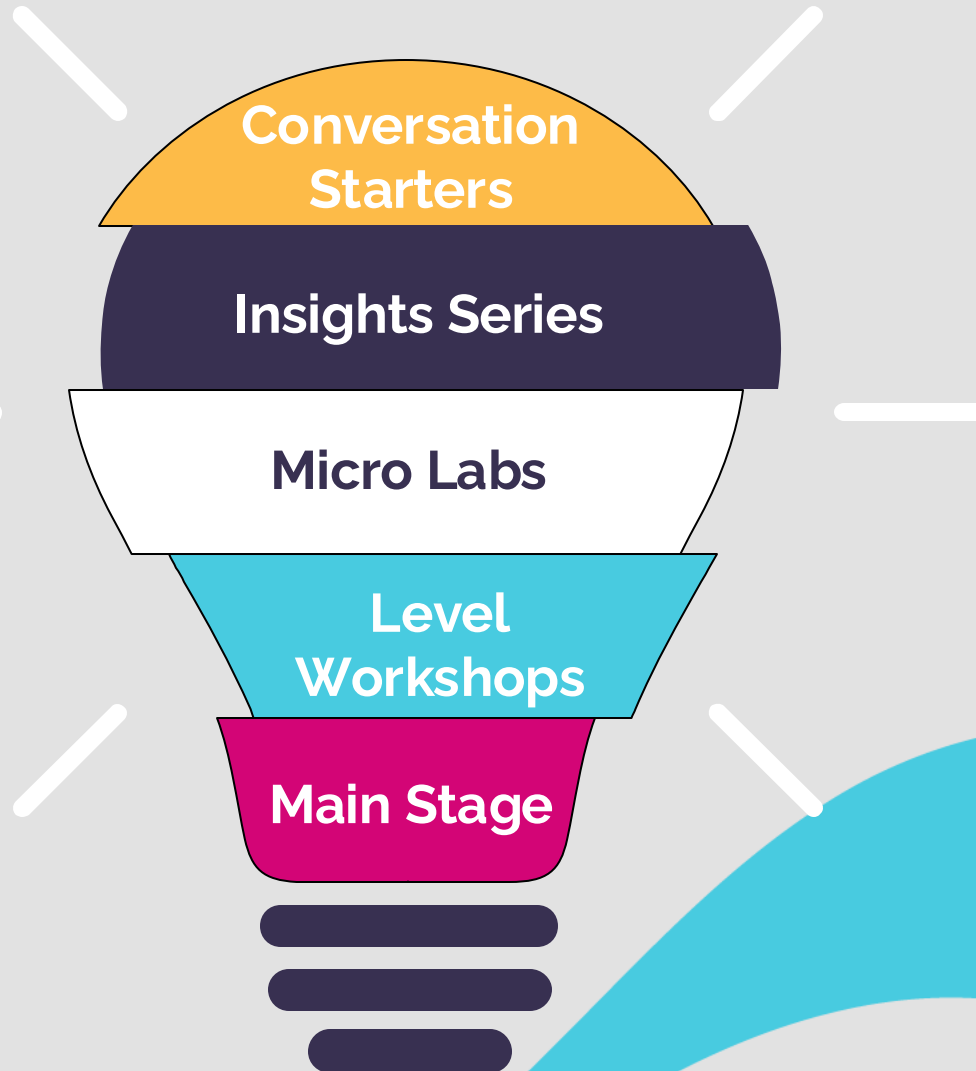
Insights Series

Industry led case studies – highlight & explore from multiple stakeholder



Micro Labs

Topic led interactive Labs



Conversation Starters

Insights Series

Micro Labs

Level Workshops

Main Stage

Level Workshops

Individual Growth Focused – contribute at your level or observe at another



Main Stage

Macro Trends – How it Impacts & Why it Matters



Programme Highlights



CONVENING EMEA
30 SEPT - 2 OCT
2024 | BARCELONA

ALINE BADR
LEADERSHIP COACH AND REPUTATION ADVISOR
AND FACILITATOR, IESE BUSINESS SCHOOL



CONVENING EMEA
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THE GREAT UNMASKED



CONVENING EMEA
30 SEPT - 2 OCT
2024 | BARCELONA

SARAH MARKEY-HAMM
CEO, ICMS PTY LTD

GUILIA INEKE SARRI
HEAD OF SERVICE DESIGN & SALES,
AIM COMMUNICATION

Upper Deck
Activations &
Connection
Hub

Morning
Wellness
Activities

Nook Pod
Meeting Area

3 Exploration
Tours

2 Social
Evening
Events

The Convene
Podcast



CONVENING EMEA
30 SEPT - 2 OCT
2024 | BARCELONA

STEPHEN ROSE
HEAD OF COMMUNICATION SERVICES, SIEMENS

LYDIA CAROLIN KAUFMANN
EVENT MANAGER PROFESSIONAL, SIEMENS

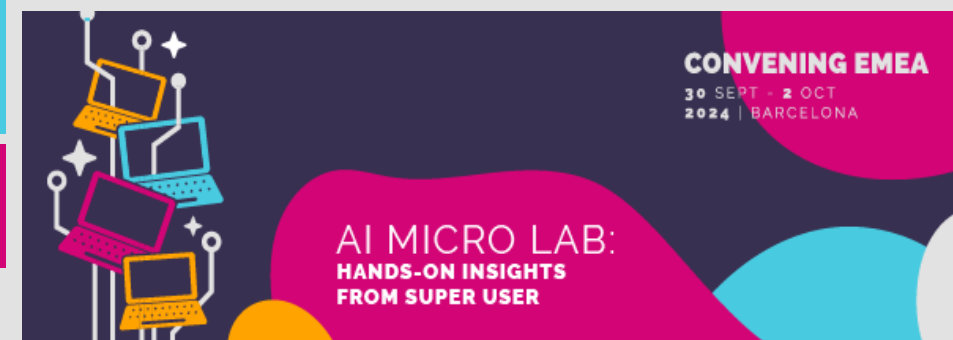


CONVENING EMEA
30 SEPT - 2 OCT
2024 | BARCELONA

OLGA NASIBULLINA
SERIAL CYBER SECURITY
ENTREPRENEUR & NATO LECTURER



Collage of event photos including a modern interior space, a group of people on a beach, and an aerial view of a harbor.



CONVENING EMEA
30 SEPT - 2 OCT
2024 | BARCELONA

AI MICRO LAB:
HANDS-ON INSIGHTS
FROM SUPER USER

Thank You to our Host Partners



and their partners

2021
Lausanne

2022
Vienna

2023
Copenhagen

CONVERGING EMEA
BY AN EXPERTS
FROM THE INDUSTRY

WELCOME
ABOARD!

Are you ready?



CONVENING EMEA

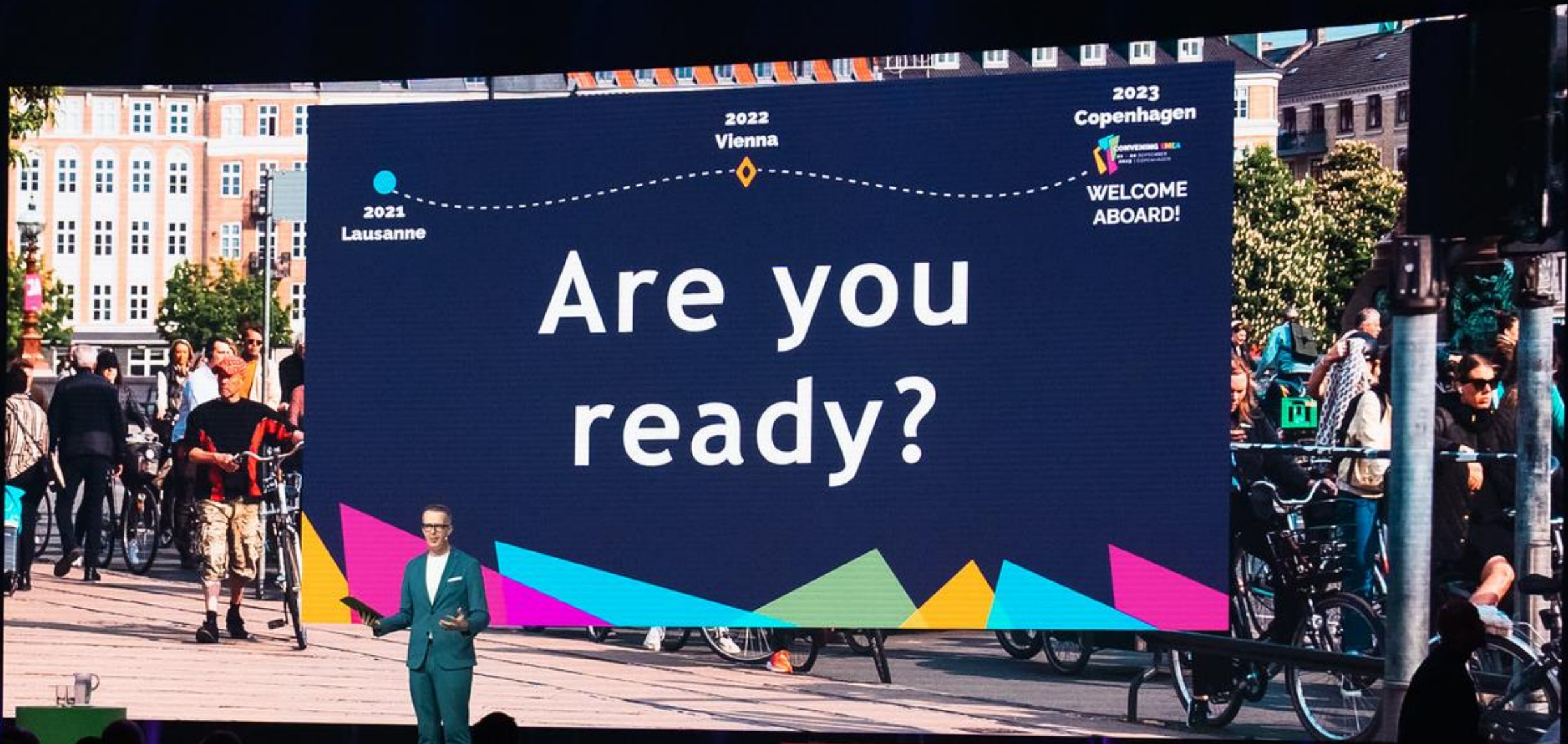
30 SEPT - 2 OCT
2024 | BARCELONA

THE
HOUR OF
THE RANT:
**WHAT REALLY
ANNOYS YOU?**



Claus Raasted - *Director, The College
of Extraordinary Experiences*

Time to share!!!



Thank You !



Express your interest



CONVENE CLIMATE

2-3 OCTOBER 2024 BARCELONA

Limited Planner Places remaining

- Driven by **responsibility**
- Fuelled by **technology**
- To deliver **transformation**

POWERED BY



IN COLLABORATION WITH



Shining a Light on the Important Work Meeting Planners Do





Outstanding Service to a Chapter or Region:

Ground breaker Award

Business Events Supplier of the Year

Experience Design of the Year

Digital Experience Strategist of the Year

Impact Award

Business Events Strategist of the Year

NOMINATIONS FOR VISIONARY AWARDS 2025

Nomination Deadline – 16th September
Application Deadline – 31st October



IN THEIR TWENTIES



APPLICATIONS CLOSE
16TH SEPTEMBER 2024



Global Student

COMPETITION



APPLICATIONS CLOSE
18TH OCTOBER 2024

2024 Theme: Driving Experience Innovation in Business Events

EMA & PCMA Labs

The educational sandbox lab for business events professionals

5 Nov
PCMA Brussels
Lab

7 Nov
PCMA Berlin
Lab
*In partnership
with JW
Marriott Berlin,
MBS & STB*

12 Nov
PCMA
Amsterdam
Lab
*In partnership
with Postillion
Hotels*

28 Nov
PCMA London
Lab
*In partnership
with Central
Hall, MBS & STB*

28 Nov
EMA London
Lab
*In partnership
with Central
Hall, MBS &
Sands Resorts
Macao*

PCMALabs

Association & Corporate Leaders





CONVENING EMEA

30 SEPT - 2 OCT
2024 | BARCELONA

The Nexus of Business Events

Be Present, Be Open, Be Challenged

We hope to see you there

SEE YOU SOON!

Next Meet-up:
4th DECEMBER 2024
13:00 GMT / 14:00 CET



www.pcma.org/emea

www.ema-uk.com