

FIEXPO LATIN AMERICA 2024 PROGRAM

SATURDAY, JUNE 8

Hilton Panama Hotel

Room to be confirmed

9.00am – 17.30pm

Event with cost and prior registration

CIS SITE Certification

Entrenador: Anne Marie Rogers Direct Travel's Director of Meetings

SUNDAY, JUNE 9

Hilton Panama Hotel

Room to be confirmed

9.00am – 17.30pm

Event with cost and prior registration

CIS SITE Certification

Entrenador: Anne Marie Rogers Direct Travel's Director of Meetings

MONDAY, JUNE 10

Hilton Panama Hotel

Room to be confirmed

8.30am – 18.00pm

Accreditations

Room to be confirmed

8.30am – 10.30pm

Requires registration to FIEXPO

ICCA Hackathon – Digital Transformation

Powered by: Visit Panama

At the ICCA hackathon, teams will create digital solutions to revolutionize the meetings and events sector, setting a new standard in digital innovation for the industry.

Facilitators: Dahlia El Gazzar (United States) DAHLIA+Agency; Ksenija Polla (United States) ICCA World; Susana Lau (Panama) President IEEE Panama; Andrés Escandón (Colombia) ICCA Regional Director

ORGANIZA:



ICCA Industry
Partners



UFI Approved
International Event



Room to be confirmed

14.00pm – 18.00pm

Exclusive activity for Convention
Bureau and Public Tourism
Organizations

CONVENTION BUREAU CHALLENGE

The "Convention Bureau Challenge" will bring together leaders in destination management to address key challenges in the sector, developing innovative strategies in a laboratory of ideas with the support of international experts.

Facilitador: Mike Van Der Vijver (Países Bajos) Mind Meeting

Special guests: Martin Boyle (United Kingdom) IAPCO, Cecile Dorian (Spain) Barcelona CVB, Mónica Garcia (Spain) Barcelona CVB, Gabriel Seder (United States) Destinations International, Eduardo Chaillo (United States) Maritz Global Events, Anne Marie Rogers (United States) Direct Travel's Director of Meetings; Eugenia Powell (Panama) PROMTUR Business Development Director; Carolina Trejos (Costa Rica) Marketing Director Costa Rican Tourism Institute

Room to be confirmed

14.00pm - 18.00pm

Exclusive activity for young industry
professionals under 30 years of age.

NEXT GENERATION SUMMIT

This pioneering event, organized by FIEXPO Latin America is designed to show that age is not a barrier in the meetings industry. Young students and professionals will have the opportunity to demonstrate their skills and lead in a cutting-edge environment, exploring topics such as monetization of digital events and advanced digital marketing, with experience as their main asset.

Facilitators: Alejandra H. Zita (Mexico) GDS Movement; Santiago González Director of Development and Business FIEXPO Exhibitions Group (Uruguay)

Room to be confirmed

14.00pm – 18.00pm

By invitation only for SITE Members

SITE CHAPTERS MEETING

ORGANIZA:

TUESDAY JUNE 11TH

Hilton Panama Hotel

Room to be confirmed

08.00am – 18.00pm

Accreditations

Room to be confirmed

08.30am – 09.30pm

By invitation only for ICCA Members

ICCA BUSINESS EXCHANGE & Research Lab

Room to be confirmed

09.30am – 12.30pm

FIEXPO CONNECTING MINDS

"Connecting Minds: Back to Basics" revolutionizes traditional meetings by transforming them into transcendental experiences through practical activities and dialogues with experts. Learn how to design events that not only capture attention, but also energize and inspire, generating lasting results.

Facilitador: *Mike Van Der Vijver (Países Bajos) Mind Meeting*

Guest experts: *Dahlia El Gazzar (United States) DAHLIA+Agency; Ksenija Polla (United States) ICCA World; Martin Boyle (United Kingdom) IAPCO*

Room to be confirmed

01.30pm – 06.00pm

By invitation only, event for hosted buyers of the associative sector

INTERNATIONAL FORUM OF ASSOCIATIONS

Powered by: ICCA

The forum offers an exclusive space that connects International Associations with their regional counterparts, facilitating a unique ecosystem for the exchange of knowledge, best practices and networking opportunities.

Facilitators: *Andrés Escandón (Colombia) ICCA Regional Director; Ksenija Polla (United States) ICCA World*

ORGANIZA:

Room to confirm

01.30pm – 06.00pm

*By invitation only event
for hosted buyers from
the corporate sector*

CORPORATE FORUM

Powered by: PCMA

Industry leaders and corporate clients come together to exchange strategies and perspectives through debates, workshops and practical activities, co-creating an environment that fosters innovation and professional growth in a constantly evolving sector.

Facilitators: Lucio Vaquero (Argentina) Regional Director PCMA; Sergio Ventura (Argentina) ATS Group

HOTEL: RIU

01.30pm – 06.00pm

By invitation only

**11th LATIN AMERICAN POLITICAL
FORUM**

The Industry Policy Forum provides a space to discuss developments and share individual experiences, fostering debates that influence the future direction of events and addressing key topics such as policy formulation and strategic destination management.

To be confirmed

08.00pm

By invitation only.

Dress Code: Cocktail

WELCOME COCKTAIL

WEDNESDAY JUNE 12

ORGANIZA:

WEDNESDAY JUNE 12

Panama Convention Center

09.00 am – 06.00pm

Accreditations

10.00 am

Dress Code - Smart Casual/Semi Formal

FIEXPO LATIN AMERICA - One on One appointments

11.00am – 12.00pm

OFFICIAL OPENING FIEXPO LATIN AMERICA 2024

MEETINGS HUB

03.20pm – 03.50pm

03.50pm – 04.40pm

Keynote Lectures, debates and panel sessions

The FIEXPO Meetings Hub, equipped with "Silent Theater" technology for simultaneous translation, promotes knowledge exchange and collaboration at the fair, focusing this year on how artificial intelligence and topics such as regenerative events and diversity are transforming the meetings industry .

05.30pm

End - One on One appointments

HOTEL: RIU

08.00pm

GALA DINNER

ORGANIZA:



ICCA Industry Partners



UFI Approved International Event

THURSDAY, JUNE 13

Panama Convention Center

09.00 am – 04.00pm

Accreditations

10.00 am

Dress Code - Smart Casual/Semi Formal

**FIEXPO LATIN AMERICA - One on One
appointments**

MEETINGS HUB

03.20pm – 03.50pm

03.50pm – 04.40pm

**Keynote Lectures, debates
and panel sessions**

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04.40pm – 05.00pm

End - One on One appointments

17.30pm

CLOSING CEREMONY

ORGANIZA: