

The 5th Yokohama Global MICE Forum Programme

Time	Programme
10:00-10:30-	Registration
10:30-10:45	Opening
10:45-12:15	Session 1 Business Events, an Ideal Place to Work ! (?)  The working environment has changed dramatically, not just in the business events industry. The shortage of young talent is the same in every industry, but can business events be an attractive place to work for Millennials & Gen.Z? This session explores the common issues between South Korea and Japan regarding the “sustainable” business events industry and the sustainability of people working in the industry. [Speaker] <ul style="list-style-type: none">● Dr. Hwabong Lee Associate Professor. Department of Convention and Event Management, Hallym University of Graduate Studies● [Moderator] Ms. Hiromi Murayama Senior Manager, Marketing & Business Strategy, PACIFICO Yokohama Short pitch from: <ul style="list-style-type: none">● Ms. Kanako Kinoe Corporate Planning, PACIFICO Yokohama “Pushing to Form a “Guiding Coalition” to Lead Change and Drive Impact”
12:15-13:15	Lunch
13:15-15:30 * including mini break	Session 2 Becoming a Sustainable Business Events Destination  How to integrate the approaches and efforts of individual suppliers to achieve sustainable business events destination – in this session we learn from Goyang and Thailand cases. co-hosted by JCMA  [Speakers] <ul style="list-style-type: none">● Ms. Pat Satkhum, CEM, CIS, CED, SEPC, EMD Senior Manager, Sustainability Development Section, MICE Capabilities Department, Thailand Convention and Exhibition Bureau “Thailand – A Sustainable MICE Destination”● Mr. Peter Lee Managing Director, Goyang Convention & Visitors Bureau “Long journey of Goyang City to be sustainable MICE destination”● [Moderator] Ms. Kimie Kojima Chief Consultant, JTB Tourism Research & Consulting Co. Short pitch from: <ul style="list-style-type: none">● Ms. Hyeji Moon Marketer, Coex Space Marketing Team, Coex “Utilizing Advertisement Platforms for Sustainability: Create New Model in MICE Industry”
15:30-16:00	Coffee Break
16:00-16:45	Closing keynote Learnings from the Global Meetings Industry  At IMEX 2023 in Frankfurt in May 2023, Tatsuo Arai was recognized as the first Japanese to receive The Paul Flackett IMEX Academy Award, which is awarded to those who have made a significant contribution to the development of the industry. A message for future leaders on how the long-time leader of Japan’s MICE industry thinks about the future of business events. [Speaker] <ul style="list-style-type: none">● Mr. Tatsuo Arai “Learnings from the Global Meetings Industry”
16:45-17:00	Closing
17:00-18:00	Transportation
18:00-20:30	Reception @ Yokohama Marine Tower
20:20-21:05	YORUNOYO Night Tour