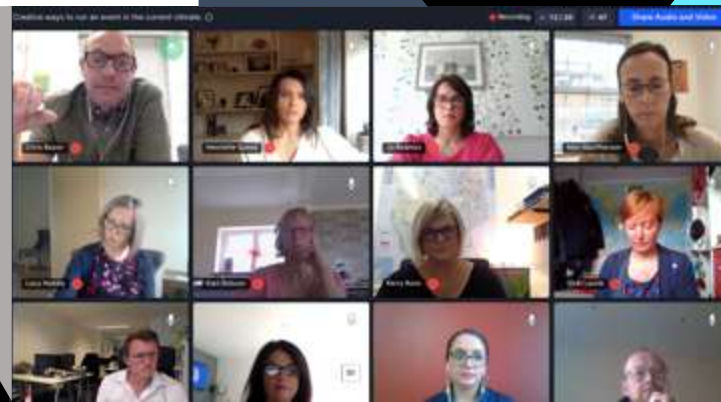
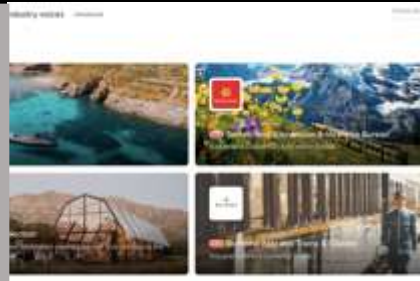


A professional studio microphone with a silver mesh grille is the central focus, set against a dark background. To the left, there are teal and black geometric shapes and a vertical white line. The text is overlaid on the microphone and background.

micebook. *talks*'



to ... industry voices



micebook. 'talks' to industry voices

Whilst we work our way back to live events, ensure you still engage with partners and clients.

Connections need to be made, relationships built, best practice and knowledge shared.

micebook. 'talks' to industry voices

Welcome to micebook. 'talks' to industry voices; an extension of our 'talks' and the voice forum.

We are coming through Covid-19. Conversations have started; briefs are beginning to flow and some of the first live events are being delivered.

Our goal is to facilitate conversations that lead to relationship-building, product knowledge, event-brief discussions and eventually sales!

Meet with industry partners, listen to sessions and get involved in discussions.

Dates:

9th September 2020

11th November 2020 - Incentive & Luxury Focus.

13th January 2021

Schedule

Jul 15 9:00AM-2:30PM · Expo

micebook expo - Meet industry partners to re-connect, re-discover, discuss re-opening and new ways of working (by prior appointment only). Over 50 appointments booked in less than 2 weeks for 4 Expo partners. Join us for the next one?

Jul 15 2:45PM-3:05PM · Stage

Virtual 'Doors Open' - 2.45pm Welcome and get into the groove with DJ Sasha, the 'Go To' party DJ. Look around the event platform, see where you can join Sessions, Networking and Bars, and explore the booths.



Jul 15 3:05PM-3:15PM · Stage

Welcome and scene setting



Jul 15 3:15PM-3:45PM · Stage

Green Shoots - Success stories from the events industry. Noble Events - Honda UK Press Launch, June 20.



Jul 15 3:45PM-4:15PM · Networking

Networking - Supplier micebook members meet buyer/planners - 5 minute one-to-one video calls, before being randomly matched again.

Jul 15 4:15PM-5:00PM · Stage

FactCheck - An honest assessment from the front line. Listen to a 360 view from government, client, agency and the media on the reality facing the events industry.



Jul 15 5:00PM-5:10PM · Stage

Tea / Coffee / Juice Break & Stretch. More tunes from DJ Sasha.



Jul 15 5:10PM-6:00PM · Sessions

Huddle Rooms - Huddle together with like-minded #eventpros, to discuss a topic of your choice. Interactive chats; no panels; just get involved!



Jul 15 6:00PM-6:15PM · Stage

Wrap - we're done talking



Jul 15 6:15PM-7:30PM · Sessions

Netflix inspired, grab a drink and join one of our Virtual Bars

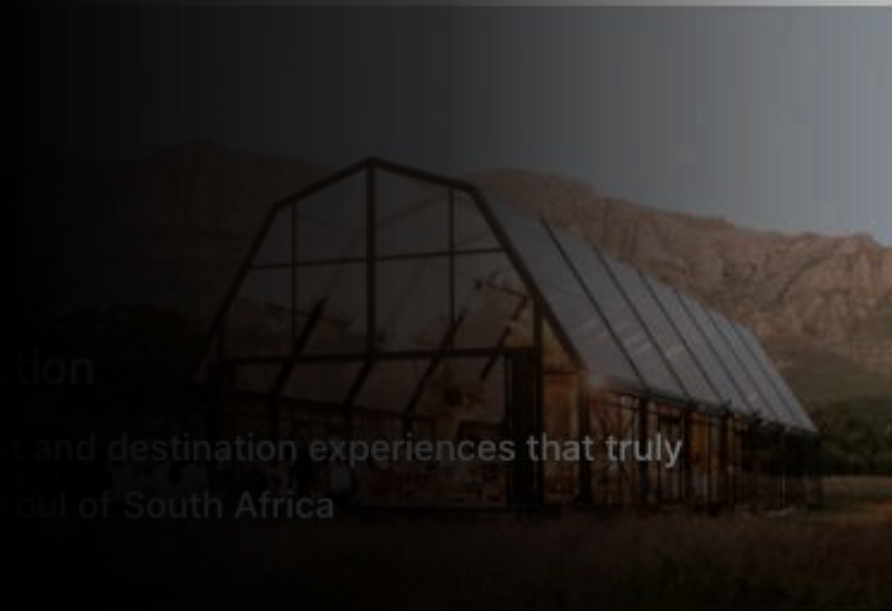
Get involved...

From 9.30am – 1.00pm we will hold an expo to start those conversations. Event planners can book appointments with you and have one to one, or one to many, conversations at your expo booth via a webcall.

Notes:

- Meetings are 15 mins each
- You can share a stand e.g. Rep with DMC or GSO with Hotel or CVB with Partner
- Whilst we will be promoting the event to planners, it is your responsibility through your own channels to fill your appointment diary
- The sooner you book, the higher up you will show in the booth area

At the last expo our partners had an average of 13 appointments each.



Get involved...

Costing notes:

- Size of stand is related to the tile size on the platform and the level of micebook promotion you will receive
- You can become a micebook Premium member for £350 which then gives you added benefits, including a richer and more visible micebook profile, being featured in our guides and articles and discounted participation in events
- *Early bird pricing and stands are limited at this price

Booths



	Expo stand petit	Expo stand moyen	Expo stand grande
Stand Tile Size	Small	Medium	Large
Position	Bottom	Middle	Top
Number of stand participants	1	2	3 +
Promotion	Featured: ad hoc	Featured in: Departure Lounge Social posts	Featured in: Departure Lounge voice forum micebook 'talks' micebook Podcast Social posts
micebook member price	£100	£200	£400
Non-micebook member	£200	£400	£600

Other opportunities

talk to us about...

- Headline sponsorship
- Session sponsorship
- Break sponsorship

Contact chetan@micebook.com for further details

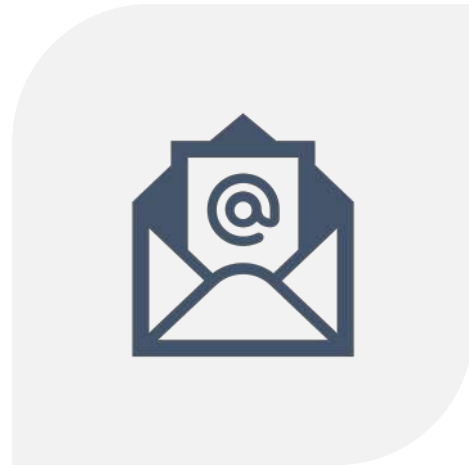


Testimonial

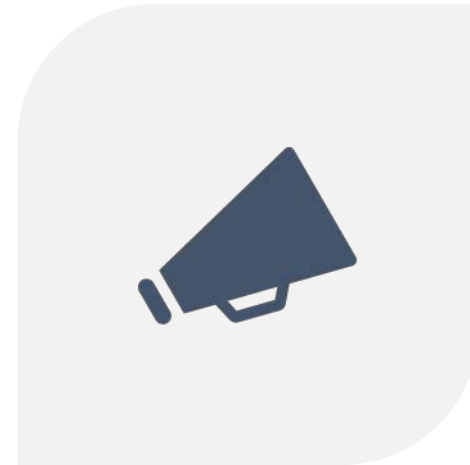
Exhibiting at the micebook 'talks' business virtual event was a great experience, we reconnected with familiar clients during the one-to-one meetings and even met some new faces. The organisation by Chetan and his team was great and we were well looked after. Thank you!

***Bettina Mumenthaler, Head of Convention
Bureau UK/Ireland - Switzerland***


What you need to do



CONTACT OLIVIA@MICEBOOK.COM TO
CONFIRM YOUR STAND



MICEBOOK WILL SET UP YOUR BOOTH
AND PROVIDE YOU WITH THE LINKS TO
PROMOTE IT



micebook 'talks'
what led us here...





The World keeps turning

There's no question that the whole events industry has been stunned by the Coronavirus, and from day one, agencies and suppliers have been looking at the issues as they continue to unfold.

At the start of the lockdown, the main subjects for discussion included operational issues such as furloughing staff, contract issues and the wellbeing of the individuals who make up this industry, while they languish in lockdown.

After a few months of this situation, people are now starting to look to the future and how they can adapt to the new 'normal'.

The micebook community

Our industry is a people business, built on relationships and sociability.

As we are forced to find ways to connect that require us to be 'virtual' we have to be more innovative and mindful in the way we communicate with each other.

micebook has always been about creating and building connections and a community where both supplier and client have an equal voice.

The way we communicate with (not to) our community, is designed to support and engage rather than just transmit information from one to the other.

This is especially important in talking sensitively to the community who are adapting to the new normal.



micebook. 'talks'

Our industry programme of 'talks' allows agency leaders and suppliers to talk together to share their experiences and to hear from industry leaders in a series of inclusive 'talks'.

We are evolving as the situation evolves and are now offering training programmes and one-guest interviews, as well as panel discussions with audience participation.

micebook 'talks' are becoming the 'go to' place for eventprofs to stay in touch with the latest developments.



micebook. 'talks' feedback

*“Webinars tend to be boring, with presenters not letting us be part of the conversation. I think that you have managed to **HUMANISE virtual forums** by:*

- Extending the invitation to a certain amount of suppliers (not to the whole industry)*
- Selecting qualified agencies who know how to animate the debate*
- Asking the suppliers for their questions prior to the ‘talk’ and allowing us to talk and ask questions during the session.*

Also, and what is so important in times like these, you make us feel we are all on the same level (vs "I am the client and you are the supplier")

I wrote a report, after the last session, that was shared to all the Monaco suppliers. I had very good feedback ”

Monaco CVB

“I just wanted to say I LOVE what you and Chetan are doing with the micebook ‘talks’- they’re really excellent, and I love how informed and in-touch I feel after listening to them.

All of our team are listening to the podcasts, and they are often the discussion points of our daily meetings. Keep up the good work.”

**Roisin Carolan
Wallace travel Group**



THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

Contact.

CONTACT

chetan@micebook.com

CALL

00 44 (0) 7739 542383

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