

EXHIBITION ROUND TABLES: SHAPING THE FUTURE OF THE EVENT INDUSTRY

17-18 OCTOBER 2019 / LONDON

YOU ARE INVITED TO ATTEND THE MBB-CONSULTING GROUP EXHIBITION ROUND TABLE EVENTS TO DISCUSS TWO TOPICS THAT WILL SHAPE OUR INDUSTRY IN THE YEARS TO COME.

OCTOBER

17

THE ROUTE TO ARTIFICIAL INTELLIGENCE (AI) IN THE EXHIBITION INDUSTRY. And what AI standards will the exhibition industry have in future?

OCTOBER

18

HOW COMMERCIALY FIT IS THE EXHIBITION INDUSTRY? Where does it lag behind other industries and how can we keep up with the fight for clients' B2B marketing budgets?



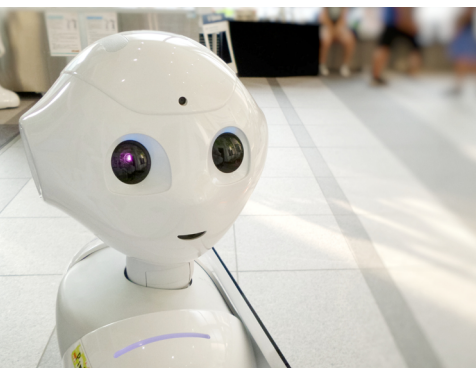
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Consulting
Group

In partnership with:

**Exhibition
World**

EXHIBITION ROUND TABLES: SHAPING THE FUTURE OF THE EVENT INDUSTRY



OCTOBER 17

THE ROUTE TO ARTIFICIAL INTELLIGENCE (AI) IN THE EXHIBITION INDUSTRY.

AND WHAT AI STANDARDS WILL THE EXHIBITION INDUSTRY HAVE IN FUTURE?

We will present our in-depth research into the use of AI in the exhibition industry as well as a range of concrete best-practice examples focusing on how AI can enhance the exhibition business model. We will also look at what AI standards we can expect at future exhibitions. The group will then discuss how to translate these best-practice examples into reality.

 **TIME: 12.00-13.00 LUNCH / 13.00-17.00 ROUND TABLE WORKSHOP**



OCTOBER 18

HOW COMMERCIALLY FIT IS THE EXHIBITION INDUSTRY?

WHERE DOES IT LAG BEHIND OTHER INDUSTRIES AND HOW CAN WE KEEP UP WITH THE FIGHT FOR CLIENTS' B2B MARKETING BUDGETS?

We will present our research into the "Commercial DNA" of our industry and how our commercial audit enables us to discover weaknesses and opportunities. We will provide an international benchmark using commercial best-practice cases and discuss with participants how we as an industry can fight back against new competitors such as Google, LinkedIn, and so on.

 **TIME: 09.00-12.30 ROUND TABLE WORKSHOP / 12.30-13.30 LUNCH**



EVENING PROGRAMME:

A ROCK'N'ROLL WALK AND TALK PLUS A "WINE TASTING THAT DOESN'T EXIST"

The evening will kick off with a walk and talk to see where the young Rolling Stones and David Bowie performed their first gigs in front of 20 people, as well as where Queen and Oasis produced their records, and where Mark Bolan from T-Rex died.

This will be followed by a "WINE TASTING THAT DOESN'T EXIST" when we will open a bottle of vintage Grand Cru that is notoriously hard to find.

TICKETS

ONE ROUND TABLE EVENT: £400

BOTH ROUND TABLE EVENTS: £600

**VENUE: INSTITUTE OF DIRECTORS,
PALL MALL, LONDON**

FOR HOTEL RECOMMENDATIONS, PLEASE GET IN TOUCH

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