

**ATLAS SIG Business Tourism Conference
Business Tourism and The New Normal
Amsterdam, the Netherlands
November 15-17, 2023**



**Special student event:
Business Events Leaders of Tomorrow
Thursday November 16th, 2023**

**A one-day event for students who are interested in events
management or tourism**

One day of the ATLAS Business Tourism Conference (<https://atlas-euro.org/2023-11-amsterdam/>) will be a special student event, Business Events Leaders of Tomorrow, which is open to bachelor or masters students at any university. Students may participate in this event either as a member of a class group as part of their curriculum, or as individuals.

The program of the Business Events Leaders of Tomorrow event has been specially designed for students who are interested in a future career in business events, such as conference planning or working in a meetings venue. Students will actively participate in the program and they will hear inspiring presentations from international speakers who have successful careers in the business events industry in Europe. The students will also learn practical skills, including how to network with professional people at meetings and other business events; and they will have the opportunity to participate in a competition* as teams representing their university.

The cost for participating in the Business Events Leaders of Tomorrow event is EURO 25 per person. Included in this fee:

- Participation in the event on Thursday November 16th, 2023
- Each student will receive an official diploma of participation
- 2 Coffee breaks
- Lunch is NOT included but can be bought in the Cantina of the ROC. In the nearby area there are many possibilities to buy or have lunch.
- Industry field trip to De Beurs van Berlage

The event will take place at: MBO College Centrum
Da Costatraat 64, Amsterdam

PROVISIONAL Program *)

LOCATION: MBO College Centrum – Da Costatraat 64, Amsterdam

Lecture Hall

10.00 Welcome to MBO College Centrum, by Dr Rob Davidson of the University of Greenwich, London, UK

10.15 Winning the 2027 World Expo event for Serbia, by Dr Dusan Borovcanin, Vice Dean of Singidunum University in Belgrade. Dusan will share the techniques that he and his team used to win the 2027 World Expo for his country and how this major event will change the image of Serbia all over the world.

11.00 Coffee break

11.30 How to make useful business contacts at conferences, by Dr Rob Davidson. Rob will explain the benefits of networking – how to connect with other people attending a conference and will share tips on how to do this successfully.

12.00 Winning business events for Amsterdam, by Willy Cortus, of the Amsterdam Convention Bureau. Willy will show how her organisation competes with other cities around the world to attract high-profile conferences to Amsterdam. She will also describe the types of career opportunities that exist in destination marketing organizations.

12.30 Lunch

13.30 Designing meetings for companies and other organisations, by Jade Krul, CEO of EVE-Events in Amsterdam. Jade will discuss her own career and how she created her company which designs corporate meetings that are memorable and exciting for the participants. She will give useful tips on how to find a job as a meetings planner.

14.00 Student presentations for the competition. In teams, students will give a PowerPoint presentation based on the instructions that will be sent to them in October. They will be given an example of an international association that needs a city in which to hold a future conference, and in a 10-minute presentation, they will make a pitch for winning the right to host that conference in a city of their choice. The presentations will be judged by a jury of professionals, and a prize will be awarded to the winning team.

15.00 Coffee break with an opportunity to practice networking with events industry professionals.

15.30 Sustainability in meetings, by Adem Braco Suljic. Adem is owner & CEO of MICEBOOST

16.00 The winners of the student competition will be announced, followed by a presentation of the prize.

16.30 Q&A (Questions and Answers).
The students will have the opportunity to ask the speakers for more information and to speak about their own plans for what happens after they graduate.

17.0 Industry field trip to Beurs van Berlage

*) We do not expect major changes to occur. If needed, you will receive a new version of the program with the latest changes