

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



Provisional Program *)

Wednesday November 15th, 2023

LOCATION: MBO College Centrum – Da Costatraat 64, Amsterdam

17.00 Welcome Reception in the Lobby

Thursday November 16th, 2023

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 Keynote presentation, 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 in Rocks

11.30	Workshop session 1 in Class Room A116
	Chiara Orefice; Laura Caprioli
	How can business events drive sustainable innovation? Lessons from Service Design
	Bregje Frens; Rob Davidson
	Association meeting planners' perceptions of Bleisure as an element of their conferences
12.30	Lunch in Restaurant Warmoes
13.30	Workshop session 2 in Class Room A116
	Joan McLatchie; Rob Davidson
	The attendee decision-making process and return on investment for attending academic conferences
	Daniel Delmás Martín; María Sánchez de Mora
	Origin of the events: human cooperation
15.00	Coffee break in Rocks
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
17.00	Industry field trip to Beurs van Berlage
20.00	Conference dinner (optional)

Friday November 17th, 2023

LOCATION: MBO College Centrum – Da Costatraat 64, Amsterdam

Lecture Hall

10.00 The future of Business Tourism by Amber Herrewijn

Co-funded by the European Union, the BEFuture Project aims to shape the future of Europe's Business Events (BE) sector through a regenerative, resilient, and sustainable tourism industry transformation.

This workshop is co-creative where you will be working with future scenarios to identify best practices throughout various sectors that can help innovate the BE industry.

11.00 Coffee break in Rocks

11.30 Workshop session 3

Gloria Minoia

The Future of the MICE Sector: The Innovative Role of Virtual Reality and the Metaverse

Silvia María López Ruiz

Business Tourism in World Heritage Cities: a response towards sustainability

12.30 Lunch in Restaurant Warmoes

14.00 Workshop session 4

Lorraine Dunne

The Delivery of a Quality, Value-Driven Irish Experience to the Business Tourist Market

Maria Sánchez de Mora; C. Sanchez de Mora Vidal, D. Delmas Martin; M. Pallarés Renau

Erasmus Bleisure. How and Why Spanish Teachers extend their Trips

Nieke Dieteren

Transformative Event Design: Exploring the Role of Transformative Experience Facilitators

15:30 Closing session and choice of venue for the 2024 ATLAS Business Tourism SIG conference

16.00 Coffee break in Rocks

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