



„The future of Live Communication!“

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The MICE industry, like many other industries is undergoing significant changes, and in response corporations, suppliers and agencies, are re-examining how they do business, and are having to adopt and master new concepts as they strive to deliver measurable added-value: integrated event marketing, communication culture, growing stakeholder community, legal regulations. This session will x-ray the existing business models, analyze how marketplace will evolve and explore how the industry should adapt their business models for success in the new millennium.