

Monday, December 1

TBC	Registration 📍 Hilton Diagonal Mar Barcelona
TBC	Welcome Reception 📍 Hilton Diagonal Mar Barcelona Join us for a Welcome Reception hosted by our venue partner, The Hilton Diagonal Mar Barcelona! This exciting evening will kick off the ELX European Summit 2025 with networking drinks, delicious food, and engaging entertainment. Don't miss this chance to start the summit with new connections and a night of fun and excitement! 

Tuesday, December 2

8:00am - 9:15am	Breakfast 📍 Hilton Barcelona Diagonal Mar
9:15am - 9:30am	Walk to CCIB from Hilton Diagonal Mar
9:30am - 10:00am	Summit Welcome 📍 Room 212, Level P2, CCIB Chloe Richardson Head of Content ELX Nicola Kastner CEO ELX Introductions from ELX Partners
10:00am - 11:00am	Bingo Speed Networking 📍 ELX Hub, CCIB The first session of the event, bingo speed networking, will allow all of the ELX Community to meet one other 1:1, looking beyond titles and companies to explore what makes each other tick. In this new networking format, you should leave this session knowing far more about your fellow members and partners than when you started!
11:00am - 12:30pm	The Art of Storytelling 📍 Room 212, Level P2, CCIB The pace of change is getting faster every day. If you have a great idea you want to share with your business, you have limited time to get people on board and taking action before life moves on and the idea becomes irrelevant. Leaders and organisations who cannot communicate at the pace of change will be left behind in the coming years. To be effective you must have 'domino communication' - sharing messages so effectively that they spread like wildfire through your team, so that people care about and act on your ideas. In this highly interactive and practical keynote, Richard will share the strategies that allow you to stay ahead, make an impact and create the results you deserve. Richard Newman Professional Speaker
12:30pm - 1:30pm	Lunch 📍 ELX Hub, CCIB
1:30pm - 1:45pm	Welcome Back 📍 Room 212, Level P2, CCIB Chloe Richardson Head of Content ELX
1:45pm - 2:15pm	Festivalization: From Buzzword to Business Strategy 📍 Room 212, Level P2, CCIB Long gone are the days where business events can rely on decades-old corporate formats to impress attendees. Business audiences are now used to incredible consumer-level experiences, from festivals to entertainment, and often expect a similar level of energy and immersion in professional settings. With attendees starting to cherry-pick the events they think will deliver the highest value for time, organizers now need to stand out from the crowd. So, how can we start to rethink the design of our events that leans into this trend? What are the best ways to leverage festivalization that don't break the bank? And how can we make sure we don't move too far from the mission and values of our brand in the process? Join a fellow ELX member, as they share how they've leveraged festivalization to drive more successful business events. ELX Member TBA
2:15pm - 3:45pm	Member-Only Discussions 📍 ELX Hub, CCIB One of our most popular sessions at ELX, these discussions take place in smaller groups divided by topic for in-depth conversations. These sessions provide a unique opportunity to engage with peers, share insights, and explore specific areas of interest.
3:45pm - 4:00pm	Day One Wrap-Up 📍 Room 212, Level P2, CCIB Chloe Richardson Head of Content ELX
6:00pm	Off-site Evening Event with Barcelona Convention Bureau 📍 Meet at Hilton Barcelona Diagonal Mar Lobby Get ready for an unforgettable evening hosted by the Barcelona Convention Bureau. Our off-site experiences have become an iconic part of ELX events, and this year will be no exception. Designed to showcase the very best of Barcelona, this evening will combine unique venues, local flavors, and cultural highlights to create a one-of-a-kind experience you won't find anywhere else. Join your fellow ELX members for an inspiring night of connection, discovery, and celebration in one of the world's most beautiful destinations. 

Wednesday, December 3

8:00am - 9:15am	Breakfast 📍 Hilton Barcelona Diagonal Mar
9:15am - 9:30am	Walk to CCIB from Hilton Diagonal Mar
9:30am - 9:45am	Day 2 Welcome 📍 Room 212, Level P2, CCIB Chloe Richardson Head of Content ELX
9:45am - 10:15am	Sustainability in Practice 📍 Room 212, Level P2, CCIB Last year in Berlin we looked at how to strategically apply sustainable practices throughout the events function, using technology as an enabler. This year, we're going one step further, and exploring the deployment of more simple responsible practices; lead from the first-hand experience of our members. This session features ELX members sharing their own experiences and best practices when it comes to deploying a practical sustainable event solution, followed by audience Q&A. Hélène Lemonnier VP Exhibitions, Events & Protocol Airbus
10:15am - 10:45am	Group Unsolved Problems 📍 Room 212, Level P2, CCIB This session is a perfect blend of member open discussions, off-the record conversions, group problem solving and actionable next-step planning. Two members will be given five minutes to present a problem to the room of peers, using slides if necessary. The room will then work either as one large group or in smaller groups over 15 minutes to help solve the problem. Members and problems will be selected a few weeks before the Summit, through topic submission, to ensure all presentations are relevant and timely. ELX Members TBA
10:45am - 11:00am	Break
11:00am - 12:00pm	AI Prompts and How To Use Them 📍 Room 212, Level P2, CCIB AI is supposedly transforming industries, yet according to the ELX Future-Ready Leaders Whitepaper, most event teams are still stuck at the basics. While 69% of leaders say they're already using AI, the majority are confined to copywriting and admin tasks, with only a fraction leveraging it for measurement, forecasting or strategic support. Often, the real challenges lies in the prompts. If asked the right way, teams can use AI to optimize agendas, forecast registrations, personalize attendee journeys and even prove ROI. In this session, senior leaders will share their best AI prompts and the results they delivered, before the audience breaks into table groups to workshop their own. You'll leave the Summit with a bank of field-tested prompts and a framework for writing your own, turning AI from an admin assistant into a true strategic power. ELX Member TBA
12:00pm - 12:15pm	Summit Wrap-Up 📍 Room 212, Level P2, CCIB Chloe Richardson Head of Content ELX
12:15pm - 1:30pm	Networking & Farewell Lunch 📍 ELX Hub, CCIB

Agenda Key:

-  Badge Pick-Up
-  Evening Event
-  Break/ Food & Beverage
-  Walking time to CCIB
-  Content: Networking
-  Content: Keynote
-  Content: Workshop
-  Content: Fireside Chat
-  Group Discussions

Thank you to our Content Chair:



Hélène Lemonnier
VP Exhibitions, Events & Protocol
Airbus

Your MC:



Chloe Richardson
Head of Content
ELX