Breakfast

9:45am -

10:15am

10:15am

10:45am

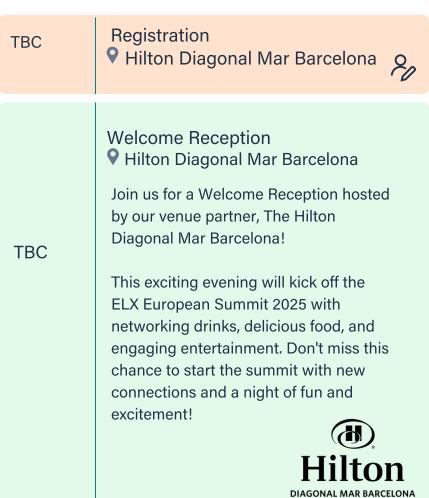
11:00am

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Monday, December 1

Tuesday, December 2

Wednesday, December 3



Agenda Key:

Badge Pick-Up

Evening Event

Break/ Food & Beverage

Walking time to CCIB

Content: Networking

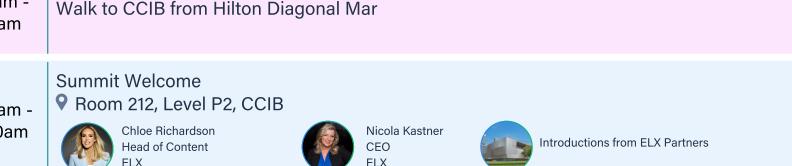
Content: Keynote

Content: Workshop

Content: Fireside Chat

Group Discussions

8:00am - 9:15am	Breakfast ♥ Hilton Barcelona Diagonal Mar	8:00am - 9:15am
9:15am - 9:30am	Walk to CCIB from Hilton Diagonal Mar	9:15am - 9:30am
9:30am - 10:00am	Summit Welcome Proom 212, Level P2, CCIB Chloe Richardson Nicola Kastner	9:30am -



Bingo Speed Networking

Q ELX Hub, CCIB

10:00am

12:30pm -

1:30pm

1:45pm -

2:15pm

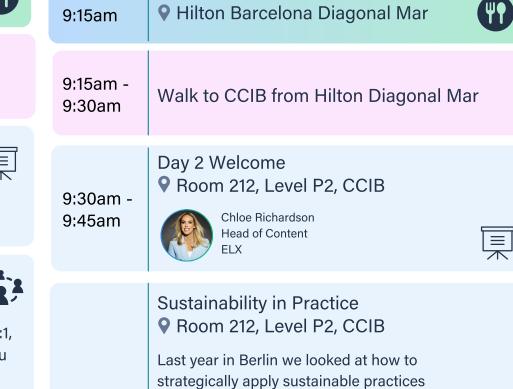
2:15pm

4:00pm

6:00pm

Lunch





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

This session features ELX members sharing their

comes to deploying a practical sustainable event

the first-hand experience of our members.

own experiences and best practices when it

solution, followed by audience Q&A.

Hélène Lemonnier

The first session of the event, bingo speed networking, will allow all of the ELX Community to meet one other 1:1, 11:00am 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! The Art of Storytelling

11:00am -Room 212, Level P2, CCIB 12:30pm 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.





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

ELX Members

Al Prompts and How To Use Them

field-tested prompts and a framework for writing

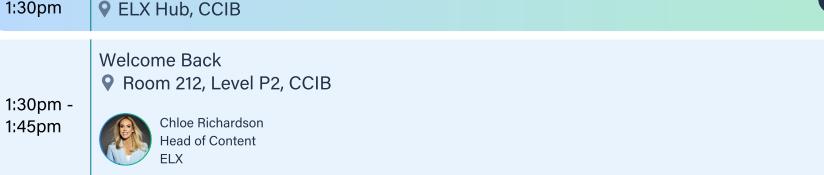
your own, turning AI from an admin assistant into a

Room 212, Level P2, CCIB

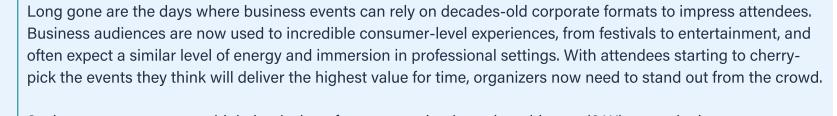
TBA

Break

necessary. The room will then work either as one

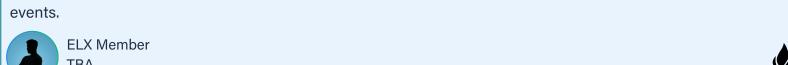


10:45am large group or in smaller groups over 15 minutes to help solve the problem. Festivalization: From Buzzword to Business Strategy Members and problems will be selected a few Room 212, Level P2, CCIB weeks before the Summit, through topic submission, to ensure all presentations are relevant and timely.

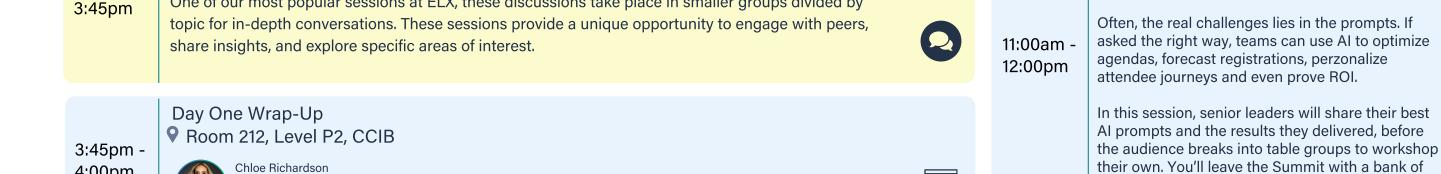


So, how can we start to rethink the design of our events that leans into this trend? What are the best ways to leverage festivalization that don't break the bank? And how can we make sure we don't move too far from the mission and values of our brand in the process?

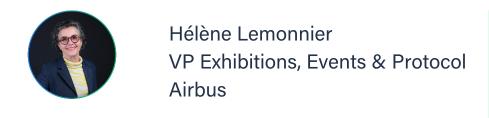




TBA	Al is supposedly transforming industries, yet according to the ELX Future-Ready Leaders
Member-Only Discussions	Whitepaper, most event teams are still stuck at the basics. While 69% of leaders say they're already using AI, the majority are confined to copywriting and admin tasks, with only a fraction leveraging it
One of our most popular sessions at ELX, these discussions take place in smaller groups divided by	for measurement, forecasting or strategic support.



Thank you to our Content Chair:



Your MC:

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Off-site Evening Event with Barcelona Convention Bureau

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.





TBA

true strategic power.





