

Wednesday, December 4, 2024

Thursday, December 5, 2024

Friday, December 6, 2024

5:30pm - 8:30pm

Badge Pick-Up
📍 Outside *The Midtown Grill*, Berlin Marriott Hotel

Your badges will be ready and waiting for you at the front of our Welcome Reception. For those that are joining on Thursday, badges can be collected from our meeting room.

5:30pm - 8:30pm

Welcome Reception
📍 *The Midtown Grill, Berlin Marriott Hotel*


Join us for a Welcome Reception hosted by our venue partner, The Marriott, Berlin!


This exciting evening will kick off the inaugural ELX European Summit 2024 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!




7:30am - 8:45am **Breakfast in Hotel Restaurant**
📍 *Midtown Grill*

9:00am - 9:30am **Summit Welcome**
📍 *Ballroom Berlin 3*

 **Chloe Richardson**
Community Engagement Director
ELX

 **Nicola Kastner**
CEO
ELX

 **Introductions from ELX Partners**

09:30am - 10:30am **Strengthening the ELX Community: Speed Networking**
📍 *Ballroom Berlin 2*

This session of orchestrated networking will allow most of the ELX Community (members and partners) to meet each other, share what their "care abouts are" and provide insight into their expertise. By doing this, we build the community of knowledge and allow members to get to know each other much quicker and make connections among each other.

10:30am - 11:00am **Break**

11:00am - 12:00pm **It's Time To Adapt: Creating Meaningful Business Events in Challenging Times**
📍 *Ballroom Berlin 3*

The event industry is rarely certain about anything, but one thing is for sure as we approach 2025; we need to be ready to grow and adapt amidst global challenges in order to create meaningful events that don't lose the focus of our business goals. But - how can we effectively navigate these challenging times whilst remaining sustainable and impactful? How can we develop innovative event elements to enhance experiences? And what will these changes mean for our budgets, technology, diversity goals and event format?

Join the German Convention Bureau, as they presents the findings of the latest Future Meeting Space research initiative. Together, we will explore how business events can truly adapt to the global challenges of our time.


 **Birgit Pacher**
German Convention Bureau

 **Akram Ouzid**
German Convention Bureau

12:00pm - 12:45pm **Lunch in Zurich Rooms**

1:00pm - 1:30pm **Say What You See - ELX Edition**
📍 *Ballroom Berlin 3*


Say goodbye to the days of post-lunch fatigue, and hello to your buzzers as we reignite the schedule with an ELX take on the classic gameshow, Catchphrase! It's time to say what you see, as the summit room is transformed into our very own TV studio. Rife with event-specific idioms and visual brainteasers, three of you will be plucked from the audience to guess as many as you can.

 **Chloe Richardson**
Community Engagement Director
ELX

1:30pm - 2:30pm **Language Of Leadership: A Masterclass In Impactful Executive Conversations**
📍 *Ballroom Berlin 3*

The ability to communicate effectively with executives can make career-defining moments. As we rise in our careers, the conversations we have at the highest levels of leadership often determine whether we gain influence or lose credibility. It's not just about what you say, but how you say it—executives expect clear, concise, and strategically focused communication. Mastering this skill can mean the difference between being seen as a tactical contributor or a strategic leader who influences key decisions and drives outcomes. Without it, you risk getting lost in the details, missing the opportunity to make a lasting impact when it matters most.

Join Executive Coach and former CMO and Software Executive Gretchen Nemecek, for a highly interactive workshop that will provide you with the tools to lead high-stakes discussions with confidence and influence.

 **Gretchen Nemecek**
Founder
OPINARI

2:30pm - 3:00pm **Break**

3:00pm - 3:30pm **Continuation of Language Of Leadership Session**

3:30pm - 4:45pm **Group Discussions**
📍 *Ballroom Berlin 2*

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.

6:30pm - 10:30pm **Off-site Evening Event with Visit Berlin**
📍 *Meet at Marriott Berlin Entrance*

This exclusive evening event kicks off with a quick sightseeing tour hosted by Zeitreisen on the journey to our venue, where attendees will explore the highlights of Berlin's rich history, including the Fall of the Wall, the Cold War era, and the vibrant present. The tour includes a stop-off for an exclusive mulled wine and non-alcoholic punch reception, directly at the Brandenburg Gate! Dinner will then be served at the one-of-a-kind venue AXICA, courtesy of our destination partner visitBerlin!

VISIT BERLIN

7:30am - 8:45am **Breakfast in Hotel Restaurant**
📍 *Midtown Grill*


09:00am - 09:15am **Welcome**
📍 *Ballroom Berlin 3*

 **Chloe Richardson**
Community Engagement Director
ELX

09:15am - 10:15am **Moving From Buzzword To Action: Embedding Sustainability In Event Practices**
📍 *Ballroom Berlin 3*

Sustainability is no longer optional—it's a business imperative. With companies committing to CO2 reduction targets, event leaders must go beyond talking about sustainability and make it part of their daily practice. This transformation requires more than innovative tools—it demands a change in mindset across the entire ecosystem.

This interactive session will provide practical strategies to shift mindsets, implement sustainable practices, and align your events with corporate CO2 reduction goals.


 **Stephen Rose**
SVP Communication Services
Siemens GBS Communication Services

10:15am - 10:45am **Break**

10:45am - 11:45am **Balancing Priorities: Telling the Full Impact Story of Your Event**
📍 *Ballroom Berlin 3*

As event leaders, we face a unique challenge: while sustainability is a pressing priority, events will never be the most environmentally friendly option. That's why it's crucial to balance sustainability efforts with the broader impact events have on businesses, attendees, and communities. The key to this balance lies in how we communicate it.

In this session, we'll explore how to effectively tell the full story of your event—showcasing not only your sustainability efforts but also the tangible, positive impacts events create across business, attendee and community impact.

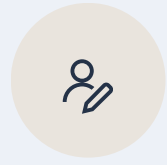
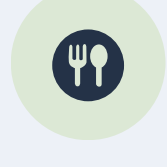
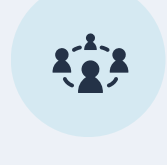



 **Clare Melton**
Events Manager
Advent International

11:45am - 12:00pm **Summit Wrap-Up**
📍 *Ballroom Berlin 3*


 **Chloe Richardson**
Community Engagement Director
ELX

12:00pm - 12:45pm **Lunch or Grab-and-Go in Zurich Room**


Agenda Key:

-  **Badge Pick-Up**
-  **Evening Event**
-  **Break/ Food & Beverage**
-  **Content: Networking**
-  **Content: Key Note**
-  **Content: Workshop**
-  **Content: Gameshow**
-  **Group Discussions**

Thank you to our Content Chair:

 **Stephen Rose**
SVP Communication Services
Siemens GBS Communication Services

Your MC:

 **Chloe Richardson**
Community Engagement Director
ELX