

EVENTS AT A GLANCE 2025

**THE
MEETINGS
SHOW**

BY NORTHSTAR

ASIA PACIFIC

16-17 APRIL 2025

MARINA BAY SANDS, SINGAPORE

TUESDAY, 15 APRIL 2025

HOSTED BUYER PROGRAMME

09.00-15.00

Pre-Fam Trip

18.00-20.00

Welcome Cocktail Reception

Programme is tentative and subject to change.

DAY 1 - WEDNESDAY, 16 APRIL 2025

MAIN THEATRE

BLANK CANVAS STAGE

1-TO-1 BUSINESS MEETINGS

08.45

Opening Ceremony

10.00

Northstar/Cvent Meetings Industry Pulse Survey

09.45

Lessons from Legends - How legendary brands create memorable experiences

11.00

The benefits of stacking your event technology

10.40

Business Travel Risk Forecast 2025/2026

12.00

The Power of Harnessing Real-Time AI-Driven Insights

11.40

Good Better Best | Benchmarking the Events Industry

12.20

Is AI the driving force behind immersive event experiences?

13.00

Global Synergy: Bridging Associations and Destinations for Unforgettable International Conferences

13.20

Integrating AI and Automation in Your Everyday

14.00

Crafting Unforgettable Experiences: Designing Emotionally Resonant Moments at Every Stage of Your Event Lifecycle

14.20

Engagement Series 3

15.00

Part 1: Shaping the Future: What Tomorrow's Talent Wants from the Event Industry

14.40

Engagement Series 4

15.20

Creating GPTs: Personalizing AI to Work for You

16.00

Innovative Strategies for Sustainable Event Planning

16.40

Sustainable Audio-Visual Design: Leading the Way in Eco-Friendly Technology

17.00

The Power of Purpose: Creating Meaningful Content for the Next Generation of Corporate Events

17.40

Harnessing AI for Precision Event Lead Generation

10.00-12.00

8 X Business Meetings

13.20-16.00

8 X Business Meetings

16.40-18.00

4 X Business Meetings

18.30-20.30

Networking Cocktail Reception (Exclusively for Buyers and Exhibitors only)

Programme is tentative and subject to change.

DAY 2 - THURSDAY, 17 APRIL 2025

MAIN THEATRE

09.00

Leading Change: Delving into the mental and emotional tools required to thrive

09.40

Wellness in action: Transforming meetings and events into spaces for thriving

10.40

The outlook for MICE and business travel in APAC

11.40

Implementing regenerative practices in event planning

13.00

INSIDE MICE: Trends and Data for Strategic Decision-Making

14.00

Part 2: Bridging generations: transforming future talent insights into industry actions

15.00

Crafting impactful experiences: Strategies for designing engaging experiences for CXO's

15.40

Making sense of your event to influence and inspire

16.00

The designing for belonging workshop: Experience design principles for actionable outcomes

BLANK CANVAS STAGE

10.00

How can we encourage the adoption of technology in events?

10.20

Power up your business with AI

11.00

How to harness social media and AI to create true connections

12.00

Engagement series 9

12.20

Engagement series 10

13.20

More information coming soon

14.40

Driving Sustainability: Paving the Way for a Greener Future in the MICE Industry - Discovering Eco-Friendly Strategies for Event Organisers

15.00

Engagement series 12

15.40

Making sense of your event to influence and inspire

16.40

Identify the ideal sustainability framework to align with your organization's objectives Market For Good

17.00

Engagement Series 14

1-TO-1 BUSINESS MEETINGS

09.40-12.40

9 X Business Meetings

13.20-13.40

2 X Business Meetings

14.40-17.40

9 X Business Meetings