

AGENDA DAY 01

SUNDAY 8 SEPTEMBER

OVERVIEW:

6:15-12:15	COMMUNITY PROJECT MAKE IT MATTER		
14:00-15:00	DOORS OPEN NETWORKING		
	MAIN STAGE	HOW TO MASTER... 15:00-16:30 17:30-19:00	SCREENING ROOM
15:15-16:00	BOOSTING BRAND LOVE: How to Create Distinctiveness and Difference to Grow your Business	MASTERCLASSES 1 - 10	TRIO OF CONSERVATION: The Edge of Existence, Rise of the Matriarch & The Wildlife Protector
16:30-17:15	BE MORE PIRATE: The Art of Professional Rule Breaking – Part 1		
17:30-19:00	BE MORE PIRATE: The Art of Professional Rule Breaking – Part 2		CHANGING WORLDS: How We Made a Film and the Importance of Educating Women
19:00-19:30	#NOFILTER		
19:30-20:00	SUNSET NETWORKING		

MASTERCLASS BREAKDOWN



15:00-16:30 17:30-19:00		
HOW TO MASTER:		
ALL MASTERCLASSES WILL RUN TWICE ON SUNDAY. MASTERCLASSES 1,2,3,5 & 10 WILL ALSO BE REPEATED ON MONDAY AT 10:00-11:30. MASTERCLASSES ARE FIRST COME, FIRST SERVED. CAPACITY: 30 PEOPLE.		01 Creating Food Tourism Experiences with a Positive Impact
02 Making Social Media an Extension of Your Brand	03 Cultivating the Hospitality Gene Within Local Communities	04 Creating Social Currency Through Experiential Branding
05 Using Brand, Culture and Growth as the Framework for Your Business	06 Future-proofing Your brand and Business	07 Using PR and 360 Communications to Cut Through the Noise
08 Creating Sustainability Stories that Engage Guests and Staff	09 Getting Started on your Sustainability Journey	10 Giving Language to the Unspoken

AGENDA DAY 02

MONDAY 9 SEPTEMBER

9:00-10:00	ARRIVALS			ARRIVALS	
	MAIN STAGE	SUSTAINABILITY STAGE	BUSINESS STAGE	WELLNESS STAGE	MASTERCLASS
10:00-10:40	BE HAPPY FIRST: Increasing your Wellbeing in Work and Life	MAKE IT A MINDSET: Why Sustainability Needs to be More Than Just a Project	GROWING WITH INTEGRITY: How to Scale Up Without Losing Touch	WORKPLACE WELLNESS: Why it's Essential for Your Business	REPEAT MASTER-CLASSES FROM DAY 1: 1,2,3,5 & 10
11:00-11:40	MANAGING THE FALLOUT: Responding to Natural and Political Crises	FUELLING THE FUTURE: How Tourism, Biodiversity and Conservation Can Drive Each Other	BEYOND PROFIT: Building Purposeful Brands	OVERCOMING ADVERSITY: How to Embrace Change and Trust Your Intuition	
12:00-12:30	SPARKS <i>(main stage)</i>				
12:40-13:10	DISCUSS <i>(see more information onsite)</i>				
13:10-14:30	NETWORKING LUNCH			NETWORKING LUNCH	
14:30-15:10	WOMEN AT THE TOP: Why the Future of Hospitality Leadership is Female	COMMERCE AND LEGACY: Making a Business Case for the Future	BUILDING COMPANY CULTURE: Why a Good Workplace Starts with Great Leadership	BEYOND THE SPA: Creating Transformational Journeys through Authentic Wellness	SCREENING ROOM 14:30 CHANGING WORLDS: The Power of Visual Storytelling
15:30-16:10	ENHANCED EXPERIENCES: How to Use Emerging Tech in Experiential Travel	OUR BIGGEST ASSET: Creating Positive Partnerships with Local Communities	CRACKING GEN Z: Appealing to the Future Travellers of the World	CONSUMER CONSCIOUSNESS: Attracting High-Spending Wellness Seekers	
16:30-17:10	THE CONSCIENCE ECONOMY: A New Era for Business	COLLABORATION NOT COMPETITION: Why the Industry Needs to Work Together for Positive Change	CREATING COMPASSION: How to Use the Power of Empathy in Business and Life	FAMILY FOCUS: Why Wellness isn't Just for Individuals	
17:15-18:00	NETWORKING DRINKS			NETWORKING DRINKS	
20:00-23:00	WELCOME PARTY <i>hosted at Royal Mansour</i>			WELCOME PARTY <i>hosted at Royal Mansour</i>	