



2020 ECSITE DIRECTORS FORUM

IT'S ONLINE!

DAY

1



PROGRAMME 29 OCTOBER

- 13.00** Welcome by Ecsite and the Host
Keynote speech by Steven Van Belleghem, Author,
Entrepreneur and Founder of Nexxworks
-
- 13.55** Coffee break & networking
-
- 14.25** Ecsite Mariano Gago Awards ceremony
-
- 14.45** Discussing digital impact - Part 1
Parallel sessions
- Recognising and overcoming challenges
 - Seizing opportunities
 - Developing new business models
 - Supporting formal education
 - Motivating and training our staff
 - Balancing physical and digital offers
-
- 15.25** Coffee break & networking
-
- 15.55** Sponsored sessions
-
- 16.25** Digital journeys from Ecsite members
-
- 17.00** Aperero
-

All times are in Central European Time



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2



PROGRAMME 30 OCTOBER

- 10.00 Welcome

- 10.10 In conversation with Steven Van Belleghem

- 10.40 Coffee challenge

- 10.50 Towards a new strategy for Ecsite

- 11.35 Coffee break & networking

- 12.05 Discussing digital impact - Part 2
Panel session - sharing the outcomes of day 1

- 12.40 Discussing digital impact - Part 3
Parallel sessions as day 1: change topic or dive deeper

- 13.10 2021 Ecsite Directors Forum: look forward

- 13.15 Closing

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KEYNOTE SPEAKER STEVEN VAN BELLEGHEM

Author
Entrepreneur
Founder of Nexxworks



Steven Van Belleghem believes in a bright future where companies play the long-term game with their customers. His passion is spreading ideas about the future of customer experience. Steven believes in the combination of common sense, new technologies, an empathic human touch, playing the long-term game and taking your social responsibility to win the hearts and business of customers over and over again.

Steven will open the forum with an inspiring speech about the future of customer expectations in the event and entertainment industry. He will describe a positive and practical view on the digital world and the opportunities it brings.

Steven's opinion is often shared in media like Forbes, Warc, The Guardian,... Steven has authored four international bestsellers and has sold more than 130,000 books. His work has been translated into seven languages and he is the recipient of a variety of awards (most innovative marketing book, best marketing book, best international business book). He is also a popular vlogger: his YouTube channel (www.youtube.com/stevenvanbelleghem) has racked up more than 2,9 million views.