Frequently Asked Questions – ICCA Sharing Hub Sessions

Q: Will there be a First Timer Session during the Congress?

Traditionally, ICCA organised a familiarisation session for First Time congress participants. We are now experimenting with an all-inclusive kick-off session that we have named YOUR new congress experience starts here. This session is a must-attend, open to all ICCA participants whether first timers or congress veterans. We will all be first timers in this new congress experience. You will get to know as many new people as possible in a speed-networking session followed by an introduction to the flow of the congress. This session is not to be missed!

Q: Will we have Congress Mentors as in previous years?

We will not organise a traditional first timers’ session this year. Instead, all congress participants are expected to come together in an orientation session to experience the new congress format. Before the congress starts, we will identify participants who will have a similar role as Mentors had in the past to kick off discussions and guide participants in the new experience. These roles will emerge in a more organic way than before, as we are all experiencing this new congress together.

Q: What will be the content of the “YOUR new congress experience starts here” session and why is it important to attend?

At the members request, the approach and format of this year’s congress has fundamentally changed. The emphasis will be on interactivity, active participation, sharing, learning, and finding solutions together. You are an expert in your field, and you will be able to contribute to the next great ideas!

The session is intended for you to meet as many new people as possible, thereby broadening your network. During the session we will introduce the format - and intention - of the daily Sharing Hub Sessions and will provide everyone with the opportunity to get familiar with our experimental, idea-generating process.

Q: What are the aims and objectives of the Sharing Hub sessions?

The daily Sharing Hub Sessions will give everyone a voice in exploring and responding to many of the issues that face our individual businesses and the industry
for now, and in the future. We will collect ideas and insights that are shared during the three days creating opportunities to influence the congress content in real time. By sharing ideas, issues, and workable solutions we will be able to produce collective pathways that will influence ICCA’s future agenda and will inform us on what might be relevant for next year’s congress.

The Sharing Hub Sessions are the platform where the congress comes alive, where debate, decisions, and aspirations are open to all. This is where all participants can engage with each other and learn from each other. This is where the many different viewpoints and perspectives of the global ICCA community will be discussed.

**Q: What will the content of the daily Sharing Hub Sessions be?**

You have provided us with the questions, topics, and concerns that you want to discuss. We will address these in smaller and very diverse groups with the intention of bringing the huge power of all our group thinking together in **conclusions** and **actions** for the future.

**Q: You are asking participants to volunteer as Topic Champion. What is their role?**

The primary role of a Topic Champion is to guide discussions, ensure that all voices are heard and then either collect outcomes or appoint someone within the group to document, ideas, solutions, challenges, outcomes, and potential actions from these discussions. ICCA will be providing the overall framework to document the group work to input into the final session and after the congress.

**Q: Why are we asking participants to identify themselves as personas?**

The ICCA community is extremely diverse across geographic regions, different sectors and with various levels of expertise within the association meetings ecosystem. **That is the power of our global association.** To help facilitate new connections across these different sectors and regions we are introducing the **personas** concept. By letting participants choose personas that reflect their personal traits and experiential preferences, our goal is to **spark as many meaningful conversations as possible.**
**Q: What will be the flow of the Sharing Hub Sessions?**

There will be four Sharing Hub Sessions over the four days of the congress, kicking each day off with the whole of the participant community.

The **first session will be on Sunday** and will be an **introduction** where we will explain the concept, flow, aims and anticipated outcomes. During this session we will also introduce the Topic Champion who will help guide the process over the next three days.

During **Monday and Tuesday**, we will start each day with the Sharing Hub Sessions where smaller groups discuss the identified topics and propose conclusions, actions, and recommendations. The smaller groups will tackle different topics on each day and will change in composition. All participants will be assigned according to their choice of topic, persona, region, and expertise to spark as much **new thinking** as possible.

During the **Wednesday** session we will share the main points raised during the discussions on the previous days. **All participants are the drivers of the outcomes!**

These key insights, questions, solutions, and action items will be incorporated into the continuing work of ICCA.

**Q: Are the participants of the smaller group discussions during the Sharing Hub Sessions the same every day?**

No, we will discuss a separate set of topics on Monday and Tuesday and participants will be asked to identify the (sets of) topics that they want to discuss ahead of time. Some topics may be covered by more than one group.

**Q: What will happen with the outcomes of the Sharing Hub Sessions?**

In the last Sharing Hub Session on Wednesday morning the Topic Champion will share the main points raised during the discussions on the previous days. The **group will identify what the significant outcomes are and what actions ICCA can take for the year ahead:** create a stand-alone event, collaborative efforts, webinar, article, white paper, research, or deserves more attention in a future ICCA programme or congress. **All participants are the drivers of the outcomes!**
Given the uncertain and volatile environment we are all experiencing in our sector, the way we collectively address our shared challenges will heavily shape the education content and agenda for ICCA in the coming 12 months.