



Borgarráð  
Ráðhús Reykjavíkur

Reykjavík, 11. nóvember 2024

MSS24110059

### **Fyrirhuguð ferð forseta borgarstjórnar til Barcelona**

Forseti borgarstjórnar, Þórdís Lóa Þórhallsdóttir, tekur þátt í ferðasýningunni IBTM World sem haldin verður í Barcelona 18.-21. nóvember 2024. Meet in Reykjavík hefur óskað eftir þátttöku Þórdísar Lóu í Forum of Advocacy, samhliða sýningunni.

Þátttökubeiðni ásamt dagskrá eru meðfylgjandi.

Virðingarfyllst,  
Helga Björk Laxdal  
*Skrifstofustjóri borgarstjórnar*

Hjálagt:  
Þáttökubeiðni Meet in Reykjavík  
Dagskrá



**Reykjavík**

## Forum for Advocacy

### IBTM World ferðasýning Barcelona 2024

#### Viðvera Þórdísar Lóu Þórhallsdóttur 18-21 nóvember

IBTM World er ein stærsta ferðasýningin á MICE markaði (Meetings,-Incentive,-Conference- and Exhibitions) í Evrópu fyrir viðburðamarkaðinn. Á síðasta ári sóttu hana tæplega 12.000 aðilar og urðu til 132.000 tengingar á sýningunni.

Í ár býður IBTM World upp á fyrsta **IBTM World Forum for Advocacy**, viðburð sem er aðeins fyrir boðsgesti. Boðnir til leiks eru leiðtogar innan MICE ferðamála á heimsvísu; yfirmenn í stjórnslu, stjórnáamenn, leiðtogar alþjóðlegra samtaka og fræðimenn innan greinarinnar svo einhverjir séu nefndir.

Meet in Reykjavík hefur óskað eftir þátttöku Þórdísar Lóu Þórhallsdóttur í Forum of Advocacy í ár, en henni hefur verið boðin formleg þátttaka af IBTM World.

Á forum verður skilgreint hvernig viðburðargeirinn getur miðlað efnahagslegu og félagslegu virði sínu betur á heimsvísu, ásamt því að skilgreina þau svæði í heiminum sem munu þurfa frekari stuðning.

IBTM World Forum for Advocacy er skipulagt í samvinnu Tink Tank og Advocacy Advisors, The Business of Events, en þau hafa öll mikla reynslu þekkingu og tengingar innan hagsmunagæslu (advocacy). Einnig styðja mikilvæg samtök innan MICE markaðarins the Forum of Advocacy, eins og Professional Convention Management Association (PCMA), Joint Meetings Industry Council (JMIC), , International Congress and Convention Association (ICCA), Strategic Alliance of National Convention Bureaux of Europe (SANCBE), og City Destinations Alliance (City DNA).

Forum for Advocacy mun fara fram mánudaginn 18 nóvember á Torre Melina Gran Melia Hotel frá klukkan 14:30 – 17:30. Eftir the forum hafa gestir tækifæri á að halda óformlegum umræðum áfram á the Meetings Leadership Network Reception.

Niðurstöðurnar frá the forum verða síðan ræddar 19 nóvember frá kl 15:00 á the Impact Stage á IBTM World 2024.

**DAGSSKRÁ** (er í viðhengi) [Agenda revealed for IBTM World's Forum for Advocacy](#)

Þátttöku og viðveru Þórdísar Lóu Þórhallsdóttur er óskað frá 14:30 á mánudeginu 18 nóvember til kl 19:00 sama dag og frá klukkan 15:00 -18:00 á þriðjudeginum 19.nóvember.

Meet in Reykjavík, Iceland Convention Bureau skipuleggur þátttöku íslenskra fyrirtækja á sýningunni á sameiginlegum þjóðarbás undir merkjum Meet in Reykjavík, Iceland Convention Bureau. Á básnum taka 14 fyrirtæki þátt í sýningunni en þau eru öll samstarfsfyrirtæki Meet in Reykjavík.

Meet in Reykjavík greiðir flug og gistingu fyrir Þórdísi Lóu Þórhallsdóttur, en hún er á vegum borgarinnar hvað varðar upphald frá sunnudegi til miðvikudags seinni part.

Með kveðju

Sigurjóna Sverrisdóttir

Viðskiptastjóri Meet in Reykjavík

# Agenda revealed for IBTM World's Forum for Advocacy

**ibtm** WORLD

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Davies Tanner (/en-gb/blog/author-profile.author-profile.html/author-profile/ibtm-world-blog/ibtm-world1.html)

10 Oct 2024





**10 October 2024:** Defining how the global events industry better communicates its economic and social value, while identifying areas that require more support, will be key priorities for IBTM World ([https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ibtmworld.com%2F&data=05%7C02%7Cvivien.tran%40rxglobal.com%7C31b705208f994b6598](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ibtmworld.com%2F&data=05%7C02%7Cvivien.tran%40rxglobal.com%7C31b705208f994b6598;)) for Advocacy (<https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ibtmworld.com%2Fen-gb%2Fwhats-on%2Fforum-for-advocacy.html&data=05%7C02%7Cvivien.tran%40rxglobal.com%7C31b705208f994b6598>) in partnership with The Business of Events, (<https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fthe-business-of-events.com%2F&data=05%7C02%7Cvivien.tran%40rxglobal.com%7C31b705208f994b6598>) when it takes place next month.

With widespread support for the forum from leading organisations across the events industry, it is ideally placed to be a catalyst for change and amplify the existing conversation around advocacy issues. PCMA, ICCA, the events industry council, and The Strategic Alliance of The National Convention Bureaux of Europe are amongst the associations welcoming the initiative, as are the Joint Meetings Industry Council (JMIC), City Destinations Alliance, and The Iceberg.

Bringing together an international group of senior leaders, policymakers and influencers, the Forum for Advocacy will be opened by IBTM World Exhibition Director, Claudia Hall, on Monday 18 November 2024. Taking place at the Torre Melina Gran



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Melia Hotel, it will be a powerful prelude to IBTM World, which celebrates its 20th anniversary in Barcelona the next day.

Sherrif Karamat, President and CEO of the PCMA, will speak on the industry's role, position and purpose. His address will be followed by key findings from the latest Global Destination Report, analysed by Sarah Fleming, MD of SFA Connect.

American Express Global Business Travel's Head of Global Sustainability Meetings & Events, Eloísa Urrutia, and Barcelona Convention Bureau Director, Christoph Tessmar, will then discuss how business events can counterbalance the challenges of over tourism and climate change by contributing positively to local economies.

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The forum will close with a policy agenda discussion to agree what the business events industry is advocating for and where it can unlock further potential.

“We look forward to supporting the long-term growth of the business events sector and ensuring it remains on its journey towards a sustainable and diverse future, which is inclusive and accessible to all, and which continues to have a positive impact on global communities and the world it inhabits,” said IBTM World Exhibition Director, Claudia Hall.

Following the forum, guests will have an opportunity to continue informal talks at the Meetings Leadership Network Reception. The outcomes of the Forum for Advocacy will then be explored further from 3pm on Tuesday 19 November on the Impact Stage at IBTM World.



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## ENDS

For all media enquiries, additional comment and request for interview please contact

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### **Notes to Editors:**

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the leading global event for the meetings and events industry, is the must-attend three-day event for the worldwide meeting, incentives, conference and events industry.

Thousands of meetings and events buyers, suppliers and international trade media visit Fira Barcelona every November for IBTM's flagship show. 2024 is the 37th anniversary of IBTM World and the 20th year the event has been hosted in Barcelona.

Next event: Tuesday 19 November to Thursday 21 November 2024 at Fira Barcelona

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the leading event for the meetings and events industry in North America, Latin America, Europe and beyond, is the must-attend two-day event for the region's meeting, incentives, conference and events industry.

Next event: Wednesday 21 to Thursday 22 August 2024 at Centro Citibanamex in Mexico City.



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RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com) (<https://nam11.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.rxglobal.com%2F&data=05%7C02%7Cvivien.tran%40rxglobal.cc>)

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# Forum for Advocacy



IBTM World 2024 proudly presents the very first Forum for Advocacy, an invitation-only gathering, welcoming senior leaders, politicians, policymakers, industry associations and academics from the business events sector and tourism ministers from across the globe.

In partnership with leading global events sector Think Tank and Advocacy Advisors, The Business of Events, who have a great deal of experience and connections in the field of advocacy, and the support and encouragement by the industry partners, including PCMA, JMIC, ICCA, SANCBE and City DNA, the Forum will take place on Monday 18th of November 2024 in Barcelona, Spain.

IBTM World has a role to provide resources and information that promotes how events, using the influence and distinctive connections that they bring, can help solve some of the world's greatest problems and ultimately improve the lives of people and their communities.

# IBTM World 2024 Forum for Advocacy



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