

IDEAS
SHARED.
EVENTS
ELEVATED.

A crowd-powered manifesto ❤️

WELCOME

WILLKOMMEN

Hall
8

WILLKOMMEN
IN FRANKFURT!

A hand-drawn floor plan of Hall 8. The plan shows several rooms, some with furniture like beds and desks, and a central area labeled 'HALL 8' with a heart symbol. The drawing is done in a simple, sketchy style with various colors like yellow, green, and orange used for different areas.



My Agenda

- 09:00 Keynotes
- 10:30 Insights
- 12:00 Lunch
- 14:00 Workshop
- 16:00 Drinks

- ☒ Follow up with Anna
- ☒ Send deck
- ☒ Book meeting
- ☐ Thank you! 



A stylized illustration of a stage performance. A man in a suit stands on the left side of the stage, facing an audience of people seen from behind. The stage is lit by several spotlights hanging from a rig above. A string of colorful triangular flags hangs across the front of the stage. The entire scene is framed within a decorative, rounded rectangular border.



GOOD IDEAS
SHOULDN'T
GO TO WASTE



WHAT AI TOOL OR SOLUTION DO YOU WISH EXISTED?

They didn't ask for colder events.
They asked for smarter planning, better meetings,
less waste, more human connection,
and fewer spreadsheets trying to impersonate strategy. ❤️

BETTER EVENTS
FOR PEOPLE,
PLANET &
BUSINESS ♡

LISTEN
MORE.
THEN BUILD
BETTER.

IDEAS
BECOME
ACTION

LISTEN ✓
CO-CREATE ✓
DELIVER ✓
IMPACT ✓

FRANKFURT
CONNECTS.
WE MOVE
EVENTS
FORWARD

Concept-to-delivery loses its lag.

SIMPLER.
FASTER.
SMARTER.

iMEX

iMEX Hall 8

The brief lands on Monday morning.
By Tuesday afternoon, the impossible has become visible.

1 Before:

the event existed
everywhere except
in one place.



2 The RFPs write themselves.

The right vendors
rise to the top.
The floorplan starts
arguing back.



3 The 200-tab planning spreadsheet retires.

Not because
planning got simpler.
Because planners got
their creative time
back.



“ The work that used
to cost weeks
costs a Tuesday afternoon. ”

ONCE UPON
A SPREADSHEET...



2

iMEX



MATCHMAKING GOES OFF-TITLES.

SEE NEEDS.
NOT TITLES.
MAKE
CONNECTIONS.

A job title is a costume. A real need is a signal. ♥

1

'Director of
Strategy'
tells you almost
nothing.



2

But ambitions,
projects,
constraints and
ways of thinking?
That's where
the match lives.



3

The three people
in 4,000 you
actually needed
to meet find you
before the first
coffee break.



“Serendipity stops
being lucky.
It gets **designed**.”

The handshake stops being **end.**

RELATIONSHIPS
DON'T END
AT THE
EXIT.

For decades, the most valuable part of an event
disappeared into the taxi queue.

Put people first.
KEEP

Lead the way.
GOING

SEE YOU
NEXT YEAR!

1 The conversation
was great.
The follow-up
was theoretical.

IDEAS
PEOPLE
IMPACT

CAR PARK / TAXI →

BUSINESS
CARDS

2 Now the
conversation
captures itself.
The commitment
becomes a task.
The business card
becomes
a sequence.

LIFTS
↑
HOTEL
EXIT



- SEND SAMPLE AGENDA ✓
- MAKE INTRODUCTION ✓
- BOOK PILOT CALL ✓
- SHARE DECK ✓

DON'T LET
ME BE A ONE-NIGHT
CARD...

3 By the time
you check into
your hotel,
the event has
already started
working for you.



IMEX FOLLOW-UP

- ✓ Send sample agenda
- ✓ Make introduction
- ✓ Book pilot call
- ✓ Share deck
- Add next steps

TIMELINE: NEXT 7 DAYS



4 “The handshake
becomes the **start** of
execution, not a
polite end to it.”



Don't leave great
connections in the dark.
Turn every handshake
into a **next step.**



GENERIC DIES AT THE DOOR.

RELEVANT.
PERSONAL.
POWERFUL.

Two people can register for the same event and need completely different conferences. ♥

1

SAME BADGE.
SAME VENUE.
DIFFERENT MISSIONS.



SARAH'S PATH



LEADERSHIP LAB
Culture in Action.



PEER DINNER
HR Leaders Circle.



AI CONFIDENCE WORKSHOP
Practical. Human. Useful.

MARCUS' PATH



SUPPLIER CLINIC
Better together.



FORECASTING DEMO
Smarter decisions.



SUSTAINABILITY CASE STUDY
Measure. Prove. Improve.

2

AI ROUTES THEM TO THE SESSIONS, PEOPLE AND BOOTHS THEY ACTUALLY CAME FOR.



3

THEY CROSS PATHS. BOTH GOT WHAT THEY CAME FOR.



“ONE-SIZE-FITS-ALL RETIRES NEXT TO THE PRINTED BADGE.”



”



WHAT IF no-shows BECAME A 3% ROUNDING ERROR?

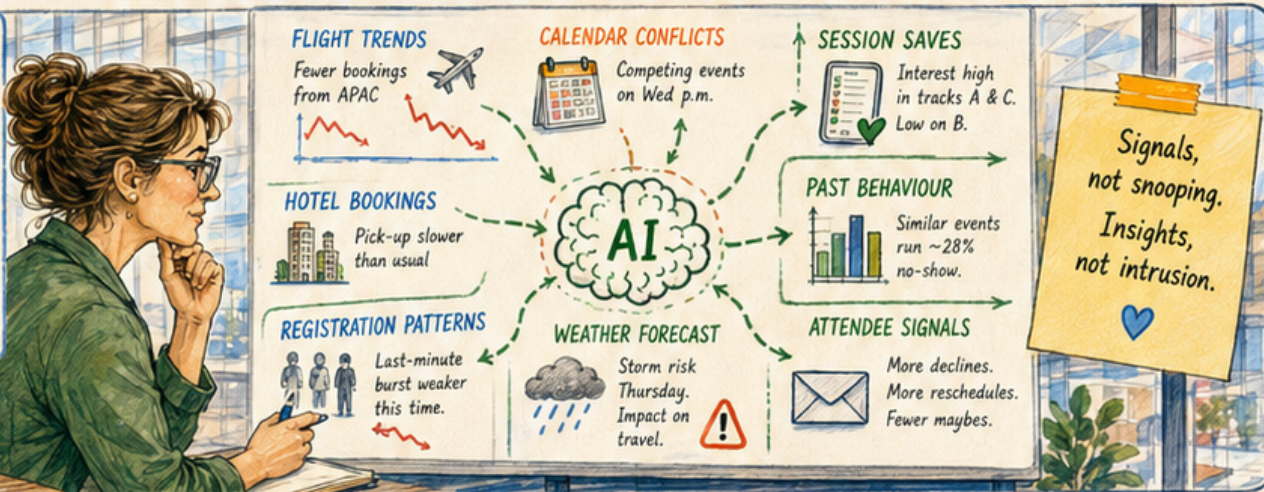
PREDICT.
PREPARE.
PERFORM.

Every organiser knows the old ritual: guess, over-order, pray, apologise. ❤️

1 The 30% no-show drama has been baked into the business model. ❤️



2 AI reads the soft signals. Not surveillance. Pattern-reading. The difference matters. ❤️



3 Three days before the event, the plan right-sizes itself. ❤️



“EMPTY SEATS STOP BEING INEVITABLE.” ❤️

FROM TRAYS OF WASTE...

...TO A 3% ROUNDING ERROR.



Same great event.
Far less waste.
Real impact. ❤️

IMEX

IDEAS BECOME ACTION

LISTEN ✓
CO-CREATE ✓
DELIVER ✓
IMPACT ✓

WE GATHER.
WE INSPIRE.
WE MAKE IT MATTER. ❤️

WHAT IF THE **SPEAKER** WATCHED THE ROOM UNDERSTAND THEM IN REAL TIME?

ENGAGE.
ADAPT.
CONNECT.

iMEX
FRANKFURT

A keynote should not be a broadcast from a stage.
It should be a conversation with a room. ♥

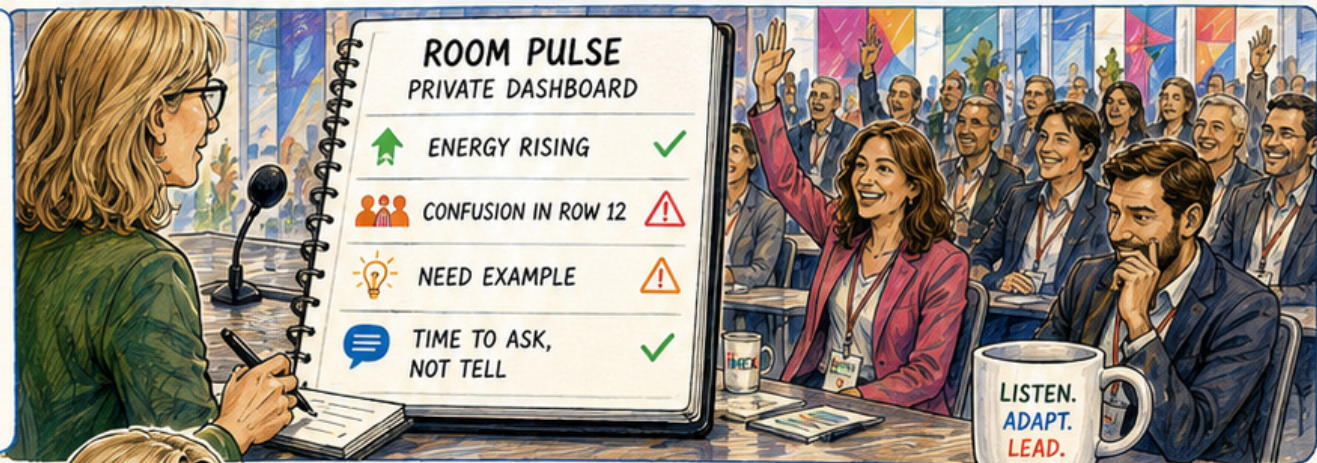
1

Every room has a pulse. Most speakers only feel it too late. ♥



2

The speaker sees where the story is landing – and where it isn't. ♥



3

From theory to story. From data to anecdote. From talking to asking. ♥



“ Keynotes stop being broadcasts. They become **live instruments**. ” ♥





Language stops being the wall. Booths stop being generic.

PEOPLE
FIRST.
TECH
FIRESIDE.

The future event does not ask people to adapt to the system.
The system adapts to the people.

1

Two strangers.
Two languages.
One fluid
conversation.



2

The 80%
of the room
you couldn't
talk to
becomes 100%.



3

Every visitor
gets a
one-of-one
experience.



4

One event.
Infinite
connections.
Real impact.



AI will not make great events less human.
Used well, it will make them more specific, more responsive,
more inclusive, and more alive.

The industry does not want colder automation.
It wants the operational drag removed
so the human work can finally expand.

The future of events is not artificial intelligence.
It is amplified intention.