

## ICCA Nordic Chapter Meeting 18-20 April 2023

### Programme

Tuesday 18 April – Tampere Hall, Maestro

- 12.00 Registration open at Tampere Hall
- 13.30 Business Leads Exchange
- 14.30 Beginners' session  
Lead by Arve Lindgren, Bergen Convention Bureau
- 15.30 [Coffee, welcome words & housekeeping](#)
- 16.00 Tampere City Challenge – *Wear good walking shoes!*
- 18.30 City Reception at Old Town Hall, Keskustori 10  
We will go here directly from the City Challenge

Wednesday 19 April – Tampere Hall, Maestro

- 7.00 Morning sauna on Lapland Hotels Arena rooftop  
Morning run / walk
- 9.00 News from ICCA  
Tamara Bernstein, Head of Europe and Partnerships
- 9.30 European Forum  
Kirsten Rudbeck, Destination Fyn Convention Bureau
- 10.00 Bottom-up strategy process  
Annleyg Lamhauge, Visit Faroe Islands
- 10.20 [Coffee break & networking](#)
- 11.00 Empathy, collaboration and meaningful encounters  
Katri Saarikivi, Head of the HUMEX Project at University of Helsinki  
*What makes encounters with others meaningful? Why does collaboration online not feel the same as face-to-face? And how could we improve the moments we share together? This talk offers a quick dive into the neuroscience of empathy and collaboration, the brain mechanisms that underlie how we form connection to other people. The aim is to give new ideas for participants interested in creating memorable and valuable encounters, and spark inspiration with the help of science.*
- 12.00 GROUP PHOTO
- 12.10 [Lunch & Networking](#)
- 13.00 Major Events and Nordic co-operation  
Perttu Pesä, Director of Major Events, City of Tampere  
*Sweden, Denmark, Norway and Finland made a common bid for UEFA Women's EURO competition. We lost it to the Swiss... A look at how the process went from the city side and how we can continue with Nordic goals in the future.*
- 14.00 Co-branding  
Kirsten Rudbeck, Destination Fyn Convention Bureau

- 14.30 [Break & networking](#)
- 15.00 Insights from the Finnish congress delegate survey  
Ines Antti-Poika, Finland Convention Bureau
- 15.30 Results of the Nordic Deep Dive Survey  
Anna Lindström, Uppsala Convention Bureau
- 16.00 From sauna to the World - a Finnish success story  
Miko Heinilä, Co-Founder of Kyrö Distillery Company
- 17.30 Tour of Tampere Hall for those who are interested
- 19.00 Congress Dinner  
Tuulensuu Palace, Hämeenkatu 30

Thursday 20 April – Lapland Hotels Arena, Kajo

- 7.00 Morning sauna on Lapland Hotels rooftop
- 9.00 Bold New Ideas - presentations and panel discussion

Professor Howy Jacobs, Tampere University

*Congress participants will always have a major focus on the core topic of the event, whether academic, technical, societal or industrial. However, most congresses are intense experiences, where participants are in need of relaxation and distraction during the off-times - evenings, free afternoons etc. In preparing for a large life-science congress in Tampere, we mobilized the local arts community to offer events designed to showcase the diverse talents and cultural experiences of the city, offering them to congress participants in a way that was mentally stimulating but also giving them a chance to unwind in a convivial atmosphere.*

Sus Nygaard, Bella Center Copenhagen

*Let the Games begin – how we strategically work on filling our venue and the city outside the “association season”*

Emma Hänninen Alricsson & Johan Menso, Malmö Convention Bureau

*Case Study: Events that generate intended impact for the community and pave the way for a sustainable future*

Johanna Grönberg, Helsinki Partners

*The 90 Day Finn Programme - International congress organiser moves to Helsinki for 3 months*

The panel will be moderated by Kai Troll from ASSOCIATIONWORLD

- 10.30 [Coffee break](#)
- 11.00 Bergen success at GDC Index  
Arve Lindgren, Visit Bergen
- 11.30 Impact  
Fredrik Lundgren, Gothenburg Convention Bureau
- 12.00 Looks like you need to let it out  
Sigurjona Sverrisdottir, Meet in Reykjavik
- 12.30 [Lunch & Farewell](#)  
*Take-away lunch available for those, who will be leaving early.*