

IMEX 2017: Pro Sky is on the Programme!



A well-known fact for event experts: The IMEX in Frankfurt is the place to be to discover the latest trends of the MICE industry. Every year, our group flights experts travel to the fair, representing Pro Sky at the Germany booth, but 2017 brings something special: Armin Truger, founder and CEO of the PRO SKY Group, holds two seminars within the official programme, dealing with the topics air - , and group travel.

In the spirit of this year's motto, "Think Global – Act Local", Pro Sky contributes to the educational programme of IMEX with two sessions:

Armin Truger invites you the "Hot Topics Table" round, focusing on air travel.

- [How can air travel improve your event experience?](#)

Type: Education

Date: Wednesday, May 17th 2017

Time: 11:30 - 12:15

Venue / Room: Hot Topic Tables - Let's Talk, Inspiration Hub, Show Floor

When planning an event abroad, air travel is a large part of the budget. How can you capitalise more efficiently on this investment and improve your guests' experience? Their event experience begins at the airport, so it is best to give a good first impression.

Learning Outcome:

- 1 Why integrating travel at an earlier stage of the planning process is crucial.
- 2 Travel time equals event time: use every moment to share your message with your guests.
- 3 Air travel can be unpredictable, how do you keep control over your project?

==> <https://portal.imex-frankfurt.com/events.php?eventid=112>

During second seminar, which will be held in German, we are taking you on a trip: Based on the PRO SKY Destination Report 2017, we are going to reveal the most popular destinations of the upcoming year.

- **Den Trend-Destinationen 2018 auf der Spur: wohin geht die nächste Reise?**

Type: Education

Date: Thursday, May 18th 2017

Time: 13:00 - 13:30

Venue / Room: Seminar Room 2, Inspiration Hub, Show Floor

Vorbereitungen auf ein ereignisreiches Jahr 2018: Entdecken Sie den PRO SKY Destination Report – von Eventplanern, für Eventplaner. Welche aktuellen Trends zeigen sich in 2017? Und – noch wichtiger – welches sind die begehrtesten Ziele des kommenden Jahres? Der Bericht beruht auf Antworten und Inspirationen von Eventverantwortlichen aus der MICE-Branche.

Learning Outcome:

- 1 Gewinnen Sie Einblicke in die Entwicklung der Eventindustrie von 2016 bis 2017.
- 2 Vergleichen Sie Ihre eigenen Projekte mit der Eventindustrie in 2017.
- 3 Erhalten Sie mit einer Vorschau auf die kommenden Trenddestinationen 2018 Inspirationen für die Planung Ihres nächsten Events.

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VISIT US

Are you curious?

You can find us at the Germany Stand F100 – 11.

For appointments, please contact: imex@pro-sky.com

