

2 PCMA
 0 CONVENING
 2 LEADERS
 1 JANUARY 11-15

| Singapore (SGT) | Wednesday, 13 January 2021 | |
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| 1500 | Main stage Thomas Friedman (APAC) THE BIG TRENDS SHAPING THE WORLD TODAY: ECONOMICS, TECHNOLOGY, AND GEOPOLITICS "Live" from Global Broadcast partner Singapore/Marina Bay Sands | |
| 1600 | Decoding the Keynote - BIG TRENDS SHAPING BUSINESS EVENTS Addressing key themes from Thomas Friedman's Main Stage Keynote, our panel of senior leaders will unpack them at a localized level of politics, economics and sustainability, tying it back to what the business events industry can do to drive social and economic transformation given these projected scenarios. Nikki Muller (Moderator), Sherrif Karamat (PCMA), Keith Tan (STB), Laura Citron (London & Partners) | |
| 1645 | PROGRAM BREAK | |
| 1715 | Create Resilient, Competitive Business Models with Pattern Thinking Gennaro Cuofano, 4weekMBA (Bus Models #2) | Build Back Better - Seizing New Opportunities for the APAC Business Events Ecosystem Karen Bolinger, Aloysius Arlando, Singex (SACEOS) |
| 1745 | Main Stage #2 (APAC) The Hon. Julia Gillard AC "Live" from Global Broadcast partner Singapore/Marina Bay Sands | |
| 1845 | MEET UP | |
| 2000 | PROGRAM BREAK | |

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| Singapore (SGT) | Thursday, 14 January 2021 | |
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| 1500 | Navigating an Uncertain Present & Building for a Better Future Pascal Finette, Lisa Astorga, ISTH, Annalisa Ponchia, AIM Group, Julie Coker, SDTA Chris Cahill (TBC) (Bus Models #1) | Selling Value in Tough Times through Customer-Centric Strategies Cian Mcloughlin |
| 1530 | MEET UP | |
| 1600 | New Ways of Working (Recorded MBS Day 1) (Bus Models #5) | It's Alive! Building Engaged Digital Communities in 2021 (DEI) Dave Lim, Ideas Worth Doing YeYoon Kim, Project Management Institute Host - Karen Baker, 7Concepts |
| 1700 | Main Stage #3 (APAC/EMEA) RENEW AND TRANSFORM YOUR ORGANIZATION IN 2021 AND BEYOND With technologies being accelerated by the pandemic, organizations are facing compressed learning curves and ongoing challenges as they are being catapulted farther into 2021. Two experts in exponential technologies will give their perspectives on what companies who fared better did well, lessons learned from others and the future implications for business events. Peter Hinssen will talk about the Never Normal period we've entered and the mindset, skill sets and leadership needed to build transformational strategies to face these ongoing changes. Next, through case studies of organizations that have taken the bold step to embrace AI and digitization, Dr. Ayesha Khanna will share practical insights and the steps organizations can take, to realize new value while fending off competition. "LIVE" FROM GLOBAL BROADCAST PARTNER SINGAPORE/MARINA BAY SANDS Peter Hinssen (nexxworks), Dr. Ayesha Khanna (ADDO AI) | |

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| 1800 | PROGRAM BREAK | | |
| 1810 | Re-design Your Business Model to Prevail in Changing Times Shamira Miller, Strategyzer (Bus Models #4) | Biz Mod #6 Idea Generation | It's a Very Very Hybrid World (DEI) Dale Parmenter, DRP Group Host - Karen Baker |
| 1900 | PROGRAM BREAK | | |