

# Your 7 compelling reasons to attend



## 1. LEARN FROM THE BEST

This is your unique and once-in-a-year opportunity to see the world's best-in-class events live, to compare your work to that of the competition and to learn all you need from leading experts for your future success. Stay up-to-date with new trends and technologies and how the landscape of live communication is evolving worldwide to deliver state-of-the-art projects.

## 2. TAILOR YOUR CONTENT

Build your personalized agenda mapped to your individual specializations and needs. Learn how to adapt business strategies and tactics and choose from uplifting keynotes, experiential workshops, successful corporate case studies or practical sessions. Discuss your individual challenges with jury members and speakers in 1-on-1 meetings or run your own session joined by event professionals to get guidance and advice.

## 3. ENGAGE AND INTERACT

Unconventional session formats, a strict ban on marketing fluff and plenty of participant interaction will help you remember and apply what you have learned. Make use of the opportunities to define session content pre-event, to schedule appointments with experts, to join your peers at topic-led luncheons or be rewarded as the "world's most curious event professional".

## 4. GROW YOUR NETWORK

Nothing is more powerful than a good face-to-face conversation. At Bea World you will have multiple opportunities to build relationships with the world's best event professionals, influencers, possible clients and suppliers in a variety of social and professional gatherings.

## 5. GET A BEST-QUALITY CERTIFICATE

An industry recognition from a hand-picked international corporate jury takes you right where you want to be. If you are a corporate planner or agency, being a nominee or a winner will provide an official quality certificate that will grant you an indisputable competitive and career advantage. Just like an Oscar nominee is usually able to negotiate better contracts after getting nominated, so does an agency that is a Best Event Awards finalist.

## 6. RAISE INTERNATIONAL AWARENESS

Meet over 450 participants from more than 20 countries or get international media coverage from more than 12 media partners attending the Festival each year. Bea World Festival will also be streamed to a big international audience, so you can get the recognition your work deserves.

## 7. HIT A BIG TIME ROI

Bea World gives you the platform to gain knowledge, to be rewarded, connected, and to grow business in one place during 3 full days. A great benefit to your time and money spent. Discounted room rates, promotional airfares and steep early bird discounts make a reasonable festival fee. It all comes down to a big-time benefit to make your events more effective, to enhance your career and to grow your business – no matter if you are a small event agency, a big player in this industry or a corporate organisation.