



You are invited to join our Asia Pacific Forum at Goyang Destination Week

Wednesday 25 – Thursday 26 August 2021

Hosted by Goyang city and produced by Goyang CVB, this free gathering dubbed “MICE, Reboot the City!” focuses on Meetings, Incentives, Conferences & Exhibitions (MICE) destinations in the Asia Pacific region.

It's carefully prepared for MICE industry professionals, global urban marketing, national & regional tourism organisations, and MICE-destination Convention and Visitor Bureaus (CVBs) and Venues.

Through innovation, and promotion and support of urban competition and local economy, this hybrid gathering offers motivation and insight through customised content, knowledge sharing, and regional networking.

Celebrated keynote speaker, Professor Jeffrey Sachs of Columbia University, with a specialisation in Sustainable & Economic Development, will speak on the hot topic of Sustainability and the City.

Global Destination Sustainability Movement (GDSM) will be there.

Our Asia Pacific Forum begins 26th August, 3pm Korea local time, and will highlight trends, best practice, and enlightening data explained in simple terms by dynamic and accomplished speakers.

- Explore how ecology, inequality, and climate change integrated with politics, finance, culture and business can bring us the future we want, with author and entrepreneur, Ed Gillespie.
- Find out how social responsibility, environmental protection, and economic development can together promote a more competitive and regenerative destination, with GDS-Changemakers, Guy Bigwood and Noah Joubert.
- Understand how leading MICE and Tourism destinations are implementing and evolving their sustainability strategies as a result of COVID, with guests from Helsinki, Berlin, Sydney, and Goyang.
- Discover how conscious narrative can inspire positive change and educate by reaching the heart of sustainability, with communications specialist, Melissa Baird.
- Learn how to define, manage, and measure the impact of business events, with Jessica Vandy, founder of The Tenth Letter consultancy for events.

There's also an engaging panel on Destinations in Transition featuring Helsinki's Birgit Liukkonen, Sydney's Katie Shammass, and Berlin's Luisa Mentz in conversation.

Register for the [free online event here](#) to be part of the movement.