ÁGORA 2027

FOR THE FIRST TIME, ALL TOGETHER



26, 27 and 28 April 2027 · Ibiza

The events world has grown and changed dramatically. Today, events are part of the communication, marketing and relationship strategies of companies and institutions. They have become an essential tool for conveying messages, creating experiences and achieving goals. At the same time, an increasingly broad professional and business sector has developed around them, bringing new specialisms, new business models and new ways of working.

We work in the same sector, take part in the same projects and share many of the same goals, yet we still tend to meet separately.

For the first time, we want to bring together everyone in the events world: organisers, agencies, protocol, communication, marketing, public relations, MICE and many more.

This is not another congress where the same people talk to each other. It is a meeting place to share views, look to the future and start building our sector together.

A gathering that aims to be a milestone for our professions.

1 AN IDEA THAT BRINGS US TOGETHER

Events are a strategic communication tool for companies and institutions, and a very diverse professional and business sector has developed around them.

What if, for the first time, we all came together?



Hear different points of view

Explore the present and future of our professions

Better define who we are

How we relate to one another

Where we want to go next

Over three days, associations and professionals from Europe, the Americas, Africa and other parts of the world can discuss how to better define, recognise and develop the professions connected with events. A first step towards greater standardisation, recognition and joint development of our professional and business activities.

It will also be a chance to meet professionals from other countries and specialisms, build relationships, share projects and create new opportunities for collaboration.

We are not competing with association congresses or activities. We want to join forces and build a shared space with them.

ÁGORA does not aim to compete with the congresses or activities of professional associations. Instead, it offers a new international initiative they can share with their members and help shape directly through ideas, content and experiences. We do not want to organise an event for associations, but rather with them.

02 ALL PROFESSIONS. ONE COMMON MEETING PLACE

Many ways of seeing the sector.

The interesting thing is to hear each profession's perspective and identify issues on which we can move forward together.

Associations and professionals in event organisation, agencies, PCOs, MICE, convention bureaux, event management, production, protocol, creativity and specialist suppliers. But also associations in protocol, communication, public relations, marketing, advertising, institutional relations, corporate and public-sector event management, together with universities, training centres and other organisations linked to the sector.

- Events and congress organisation
- Agencies and event managers
- Communication and public relations
- Convention bureaux and destinations
- Production and audiovisual services
- Suppliers, logistics and procurement
- Education and research
- Cultural and sporting events
- PCOs and MICE
- Protocol and institutional relations
- Marketing, advertising and brands
- Creativity and experiences
- Hotels and event venues
- Institutions and public authorities
- Safety and accessibility
- Independent professionals

WITHOUT BORDERS: National borders should not become borders between our professions.

Many challenges facing the sector are shared, even if working practices, regulations and professional recognition differ from country to country. Understanding those differences and learning from each other will help us move towards a broader shared view of our field.

We can learn how others work, strengthen ties between associations and open the door to international collaboration. National borders should not become borders between our professions.

03 A CONGRESS UNLIKE ANY OTHER

Learn, debate, meet one another... and have fun too.

MORNINGS · THINK AND DEBATE	Short talks, round tables, real cases and opportunities to meet, with coffee available throughout.
MIDDAY · TAPAS AROUND IBIZA	Local food and conversations in small groups, in different venues across the island's towns and cities.
AFTERNOONS · THE CONGRESS GOES OUT	Professional visits and experiences at venues, hotels, institutions and companies, alongside practical workshops.
EVENINGS · KEEP CONNECTING	Culture, music, leisure, networking and time to enjoy ourselves in a relaxed atmosphere.



Fewer endless speeches, more participation, experiences and connections between professionals, without forgetting leisure, fun and a relaxed atmosphere where there is also time to enjoy.

Each participant can choose some activities according to their interests and available places. The content and experiences are still being developed.

04 WHAT WILL WE TALK ABOUT?

An open programme, with ideas for today and tomorrow: the issues that concern us,

the changes we are experiencing and the questions we still need to answer.

- The sector and its professions
  Recognition, professional relationships, shared criteria and new models.
- The future of events
  Audiences, experiences, formats and results.
- AI, technology and creativity
  Practical tools and new possibilities.
- Communication, marketing, PR and protocol
  Events as a strategic tool.
- MICE, destinations and production
  Venues, suppliers, logistics and collaboration.
- Talent and responsibility
  Training, sustainability, accessibility and real cases.
- Real experiences: what works and what doesn't
  Major institutional, corporate, sporting, cultural and social events. Real cases, good practices, mistakes and solutions. Because we learn a great deal from what did not go as planned.

A programme we build together

The programme is open to contributions from participating associations and bodies, allowing new proposals, topics and experiences to be added so that we can build the content of the gathering together.

This is not about inviting associations to a congress organised by others, but about building an international gathering that belongs to all of us.

We invite associations and professionals from all countries to suggest speakers, debates, experiences and topics. Rather than attend a fixed programme, they can help create it.

An opportunity for each association to offer its members a different international initiative, take part in its development and help build an event that also belongs to them.

Joining is entirely voluntary and entails no financial, legal or organisational commitment. Each organisation retains its identity and independence and freely decides how much to get involved, according to its interests and possibilities.

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05 IBIZA WILL BE PART OF THE EXPERIENCE

Heritage, culture, gastronomy, hotels, unique venues, professional activities and leisure.
The aim is to discover Ibiza from the perspective of people who organise events.



The Consell Insular d'Eivissa and all five **municipal councils on the island have** joined the project, helping to prepare it and collaborating so that we can make the most of their venues, heritage, resources and everything Ibiza has to offer. We are working closely with them to ensure that the gathering is also a chance to discover the island from a different perspective, especially for those of us working in the events world.

For three days, we want to turn the island into a great place to meet and learn, drawing on its facilities, companies, heritage, cuisine and opportunities to host events of every kind.

TWO WAYS TO TAKE PART

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ÁGORA's programme is open to new ideas and contributions. Any association or professional can share proposals and experiences to help ensure the gathering reflects the concerns, needs and different perspectives of the whole sector.

I WANT MY ASSOCIATION TO JOIN

Attending ÁGORA is a chance to meet professionals from other countries and fields, share experiences, discover new ideas and build future relationships. Three days to learn, debate and enjoy Ibiza in a different, open and fun atmosphere, as part of an event that will mark a milestone for our sector.

I WANT TO ATTEND ÁGORA

EVERYTHING YOU NEED TO KNOW:

DATES	26, 27 and 28 April 2027.
LOCATION	Ibiza, Balearic Islands, Spain.
CONFERENCE VENUES	Ibiza Conference Centre in Santa Eulària des Riu and a venue to be confirmed in Ibiza Town. Professional experiences and complementary activities will take place at different venues across the island's municipalities.
WHO CAN ATTEND	The gathering is open to professionals, companies, associations, institutions, universities, teachers and students working in the different disciplines of the events sector.
REGISTRATION	Registration will be available on the official website, which will provide updated information on participation options, registration conditions and included services.
ACCOMMODATION AND TRANSPORT	We are working on proposals to make stays in Ibiza and transport to the event's activities easier for participants.
ACTIVITIES AND EXPERIENCES	Some visits, workshops and experiences will have limited places, so advance booking will be arranged to allow each person to choose the options that interest them most.
INFORMATION AND CONTACT	www.agoraibiza2027.com

Three days to take part in a gathering that could mark a turning point for our sector.

SHALL WE MEET IN IBIZA?

For the first time, every profession. Every country. One gathering.

We don't want to organise just another congress. We want you to be part of a historic event.

See you in Ibiza. Are you coming?

www.agoraibiza2027.com