

Press Release: November 2019

**Connections reveals programme for upcoming meetings-focused event**

**Connections Meetings agenda to include memorable experiences and provide insight into emerging trends including smart mobility**

[Connections](#), the international private community for senior executives in high-end travel, has revealed final programme details for its Connections Meetings event to be held in Courmayeur, Valle d'Aosta, Italy.

The seventh Connections Meetings edition will take place from 15-18 November at Le Massif Courmayeur and will run in partnership with ENIT Italian Tourist Board, Valle d'Aosta and Allure Alps. It is also supported by La Clochette, Courmayeur Centro Servizi, Forte di Bard, Skyway, Small Films and Micebook.

A diverse and engaging agenda will allow up to 100 decision-makers in the high-end meetings and incentives sector to forge business relationships through memorable experiences and will feature an education programme covering developing trends including smart mobility.

Flavio Zappacosta, director of ENIT UK & Ireland, said: "We are thrilled to be hosting our third Connections Meetings in Italy. This event will once again support us in raising awareness of emerging destinations like Courmayeur that have incredible potential for high-end incentives trips.

"There has been a noticeable growth in luxury incentives groups heading to the mountains, and it's no wonder. Here at the foot of Mont Blanc, the region is abundant with stimulating activities that offer clients an opportunity to create new, exciting itineraries that go beyond the conference room."

Connections Meetings will give luxury event planners and suppliers the opportunity to experience *The Connections Way*, a bespoke formula which challenges the traditional industry model by creating a fully immersive experience that will lead to long-lasting business relationships.

Experiences available for buyers and suppliers to enjoy as part of their business meetings include ice skating, a St Bernard dog meet & greet, a Skyway experience, polenta-making, a La Grolla-making masterclass and wood sculpting.

Alongside one-on-one meetings, delegates will also take part in an educational programme to discuss trends and challenges facing the market.

The programme will include a ConnectTALKS session led by strategy and marketing consultant Rob Sinclair-Barnes which will explore smart mobility, a fast-developing trend within the meetings and incentives industry. The session, open to all attendees, will focus on 'better connected journeys' and door-to-event planning.

Micaela Giacobbe, founder of Connections, said: "Pioneering hot industry topics is part of what we do best, and we are really looking forward to inviting some of the industry's finest leaders to join us

and share their insights and knowledge around key trends that are currently shaping the meetings industry.”

To learn more about Connections, visit [weareconnections.com](http://weareconnections.com) or email Greg Reeves on [greg@weareconnections.com](mailto:greg@weareconnections.com).

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Note to editors:

**About Connections:**

Connections is the international private community for senior executives in high-end travel with a focus on luxury, meetings & incentives, wellbeing, adventure and weddings. The brand brings together the industry’s most respected travel agents and suppliers throughout the year, in destinations across the world.

Over the past five years, Connections has pioneered *The Connections Way* - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted 30 global events, giving decision makers the opportunity to meet through memorable experiences and educational debates.

Connections is based in London and forms part of Jacobs Media Group, Europe’s largest travel and hospitality B2B media company. Other brands within the group’s market-leading portfolio of print, digital and event products include Travel Weekly, Aspire, The Caterer and Travolution.