

Thu 27<sup>th</sup>

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**08:25**      **Arrival at Secret Room**

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**08:30**      **BIA: Managing Secret Data**

In the initial session of day 27th, we will explore the methods employed by our agents to collect sensitive information from various regions across the globe. Additionally, we will delve into the processes involved in organizing and analyzing this data, followed by its dissemination to all BIA local agencies. This will enable them to effectively execute their daily missions.

This session will be led by Agent Palou and Agent Ferrer, our technology doctors.

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## Sustainability and Agencies

We will discover, through the first two sessions, the impact of sustainability from the perspectives of owners and BIA.

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**09:00**      **Session HIP**

We start the first part of this session with the privilege of receiving the super agent Montse Rius. We will learn about the role that sustainability plays in agency valuations, from investing in sustainable agencies to their management. Recycling, waste management, efficient use of water and energy, and emissions are highly relevant topics.

This session will be led by Agent Sara Ramis and Agent Pilar Parejo.

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**09:45**      **BIA: A Sustainable Agency**

BIA is committed, like other agencies around the world, to developing a sustainable model for carrying out missions and conceptualizing and opening new agencies worldwide. We will demonstrate first-hand, with practical examples, how the implementation of sustainable measures is executable and adds great value to agencies.

This session will be led by Agent Juarez and Agent Ruiz.

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**10:30**      **Coffee Break**

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**11:00**      **Mission Briefing**

We will receive the relevant information about the afternoon field mission.

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**11:30**      **BIA: Construction and Conceptualization of Agencies**

As part of its growth and expansion strategy, BIA has to conceptualize and globally build new agencies globally. In this session, we will see how these facets are carried out. We will have practical cases on how the process has been from start to finish, and we will connect with a local BIA agency to share their experience.

This session will be led by Agent Gordillo and Agent Bauzá.

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**12:30**      **BIA President**

We are delighted to have the worldwide PRESIDENT of BIA Simón Pedro Barceló in attendance. He will share with us his perspective on the current and future state of global agencies and their future projections in the company of dome agents.

Interview with Agent Vigil, Agent Sanchez, Agent Faraldo and Agent Fernandez.

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**14:00**      **Lunch**

Location: Chadir Restaurant

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**15:00**      **Departure for Field Mission**

Dress code: Sporty.

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**19:30**      **Return to BIA Barceló Istanbul Agency**

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**21:00**      **Night Field Mission**

Location: B-HEAVEN Roof top Barceló Istanbul