

Fri 28<sup>th</sup>



08:50      **Arrival at Secret Room**

09:00      **BIA Gastronomy**

BIA focuses on gastronomy, which is a crucial aspect of their daily local missions. As you may know, and as we have seen in the adventures of our colleague James Bond, a significant portion of missions take place in social settings such as restaurants, dinners, or parties where drinks are served. We will explain how BIA has developed a strategy regarding this topic.

This session will be led by Carlos Hernández, alias “The Chef”.

10:00      **Rixos Agency**

We will start the day with the pleasure of receiving our friends from agency RIXOS and their superintendent, Fettah Tamince. They will share with us their vision on the evolution of agencies, the new missions we have to face, and the challenges we will experience in the near future.

This session will be led by BIA Superintendent Raul González and Agent Canals.

11:00      **Coffee Break**

11:30      **BIA: Opening New Agencies**

As one of the leading agencies with missions around the world, we frequently establish local agencies, which comes with a lot of challenges. In this session, we will collaborate to develop a methodology that enables us to effectively and efficiently facilitate project kickoffs.

This Session will be led by Agent Comas and Agent Campins, with the collaboration of our colleagues from Madavi Agency: Agent Iglesias and Agent Sanz.

13:00      **BIA: Agents and Way Project**

What would BIA be without its agents? We are certain that the individuals who comprise BIA, are the most crucial aspect. In this session, we will introduce the new WAY project, which aims to connect over 30,000 agents worldwide, promote career development, and establish a safe and comfortable environment for all of us at BIA.

This session will be led by M – Mari Carmen Oliver.

13:30      **BIA: Closing Sessions**

This is the final session of the mission. The superintendent RG will share with us the lessons we have learned from this mission and the steps we will need to take in the coming months to successfully complete it.

14:00      **Lunch**

Location: Chadir Restaurant

15:00      **Free Afternoon**

20:30      **Transfer to Confidential Location**

21:00      **Night Field Mission**

Dress code: Gala dinner but with comfortable shoes.

Secret Location.