

Friday 30 Sep - Friday 30 Sep

48th International Annual Conference 2022 - the Power of Storytelling

30 September 2022, 9-17.00 EEST
- Helsinki, Finland

A warm welcome to IMA 48th International Annual Conference which will be held in Helsinki, Finland on September 30, 2022, 09:00-17:00 EEST. This will be a livestreamed event and recorded, offering you the choice of participating in person or online!









Connecting with another person is one of the highest forms of social being for humans: we want to be in sync with other people. At the **heart of it is good storytelling**; it's how we **communicate and connect emotionally with others**. Great storytelling transports readers and viewers to new and unexpected places where they can more easily digest unfamiliar concepts and consider different perspectives. We want to hear stories! As with any skill, the way to master it is to practice. Use stories in your everyday life with your colleagues, coworkers, or friends. Explain things by using stories; you'll be **amazed by their power**. Think of the concept of putting yourself in someone else's shoes and something you are passionate about – then apply it in telling the story.

At the International Annual conference in Helsinki, we will be listening and sharing stories and learning from them: How did a Canadian lawyer end up in Finland and moderating the IMA conference and why has a Finnish lady lived half of her life in Canada. What are the stories behind the hotel rooms at Original Sokos Hotel Presidentti and how to sell luxury products, and many more exciting stories to learn from. The moderator of the conference will be Mr. André Noël Chaker, a well-known and inspiring speaker: originally a French-Canadian lawyer, who has lived in Finland from the early 1990.

Join us in Helsinki, Finland, or online to network with **Management Support Professionals around the globe** for valuable professional and personal experience. You will find inspiration to use Storytelling as a way to excel at work. This is an exceptional opportunity to network and share thoughts with your professional colleagues and business partners. The event will be **live, live-streamed and recorded** to watch for 60 days replay.

Full program of the IMA conference days- join us!

-  **29 September, Thursday - Welcome reception for all, Helsinki City Hall**
-  **29 September - Welcome dinner for all, Restaurant Sipuli**
-  **29 September - Full Council Meeting - only for National Committee members, at conference venue**
-  **30 September - Conference for all, at conference venue**
-  **30 September - Conference Gala dinner for all, at conference venue**
-  **1 October - Annual General Meeting - only for members - at conference venue**



Venue

Wonderfully revamped [Original Sokos Hotel Presidentti](#) showcases Finnish phenomena in an innovative way. In the hotel rooms, designed by Paola Suhonen from Ivana Helsinki, you can immerse yourself in Finnish Sisu, Midsummer, a Fairytale Forest, the Tranquility or a Winter storm right in the heart of Helsinki. Choose your own favorite when you arrive at the hotel!

Finnishness is the driving force in the entire hotel – from the conference floor's Kultaranta room to the tasty meals with Finnish ingredients at Bistro Manu, and from Midsummer flowers on the pillowcases to the deer shelves in the hotel lobby.

Original Sokos Hotel Presidentti is a very diverse event venue. The venue is located next to the Kamppi Shopping Centre, close to the Parliament House. You can reach it easily and conveniently by public transport such as tram, metro or by bus.

Welcome to Original Sokos Hotel Presidentti for an experience-rich conference!

Presenting our **amazing speakers**



Moderator André Noël Chaker

Andre is our moderator for the conference. He is a popular speaker and moderator at top business and technology events. Amongst others, he has worked with Google, IBM, Microsoft, Nokia, TietoEvy to produce some world-class business events.

[Click to read more.](#)



Speaker Tuija Seipell

Tuija's a passionate advocate of **customer experience** and emphasizes the **crucial role of emotions** and hope in business and in life. In addition, she speaks and conducts workshops on several topics. She is a Canadian keynote speaker, business advisor and editor.

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Speaker Christoffer Wahlberg

Christoffer is a **storyteller and a specialist** in disruptive communication who has worked for some of the most respected businesses, and people in their field. Although born and raised in Finland, his career has taken him all over the world.

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Speaker Topi Manner

Topi Manner started as Finnair CEO on January 1, 2019. During his time, Finnair has advanced its modern premium airline strategy, investing in customer experience and placing sustainability at the heart of its operations. With Manner at lead, Finnair has built itself path out of the Covid-19 pandemic that has had severe impacts on air travel. As travel now is recovering rapidly, Manner believes the climate challenge of flying must be solved so that aviation can continue to be a positive force in the society, bringing social and economic wellbeing.

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Speaker Elena Aylott

Elena Aylott, VP Global Communications and Employee Experience, Oriflame Cosmetics. An experienced People and Communications Executive, HR Leader of the Year 2020 in Sweden, on a quest of taking people questions to the next level in the organizations and making a corporate job a fun and memorable experience.

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Speaker Paola Ivana Suhonen

Paola Ivana Suhonen (born 1974) is a multi-talented Finnish designer, artist, entrepreneur, musician and a film maker. She is especially known for her fashion brand IvanaHelsinki, which she founded in 1998. The visual world of Ivana Helsinki takes its inspiration from Paola's own strong, poetic visions, road trip romantics and is heavily based on her personal life experiences.

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Speaker - Lucy Brazier OBE

As CEO of Marcham Publishing, specialist publishers of Executive Support Magazine - a global training magazine dedicated to the professional development needs of senior and aspiring administrative professionals - Lucy works with the best trainers of Executive Assistants from around the world to deliver the most up-to-date and current training in the market.

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