



Event Highlights

Correct as of 15 September

Legend

- IT&CMA / CTW Asia-Pacific Exhibitor
- IT&CMA Buyer (Association)
- IT&CMA Buyer (MICE and Luxury Travel)
- Media
- CTW Asia-Pacific Corporate Travel Manager
- CTW Asia-Pacific Conference Delegate
- Speaker
- Trade Visitor

28 Sept

1100 – 2000hrs
IT&CMA and CTW Asia-Pacific 2015 Friendly Golf Game
Invited Delegates

1300 – 1900hrs
Pre-Show City Tours ●●●●●

29 Sept

0830 – 1530hrs | Lotus Suite 11, Level 22
CTW Asia-Pacific Travel Management & Procurement Meeting
Invited Delegates

ASEAN MICE Forums Lotus Suite 9, Level 22
Registered Delegates Only



0900 – 1000hrs
A One-Stop MICE Wonderland

1030 – 1115hrs
Learning From Success: Case Studies

1115 – 1215hrs
Convention Bureaus & MICE – Conduit for Economic Transformation

See page 18 for synopsis & speaker details

0900 – 1730hrs | Lotus Suites 1 & 2, Level 22
IMEX - MPI - MCI - IT&CMA Future Leaders Forum
Invited Delegates

1400 – 1500hrs | Lotus Suite 12, Level 22
Official Press Conference ●
 • Darren Ng, Managing Director, TTG Asia Media
 • Thailand Convention and Exhibition Bureau
 • Thai Airways International Public Company Limited

1530 – 1600hrs | Pre-Function Area outside World Ballroom, Level 23
Networking Coffee Break for Exhibitors, Buyers and Corporate Travel Managers ●●●●●

1600 – 1610hrs | World Ballroom A&B, Level 23
Opening & Welcome Remarks ●●●●●●●●●●
 • Darren Ng, Managing Director of TTG Asia Media

1610 – 1710hrs | World Ballroom A&B, Level 23
Keynote Address ●●●●●●●●●●
Outlook of the Global MICE industry

1710 – 1725hrs | World Ballroom Level 23
Briefing for Exhibitors, Buyers and Corporate Travel Managers ●●●●●

1730 – 1815hrs | Exhibition Hall, Level 22
Buyers-Meet-Sellers ●●●

1900 – 2130hrs | Live House@Central World
Opening Ceremony & Welcome Reception – Heaven Unveiled. A Night in Paradise ●●●●●●●●●●
 Hosted by Thailand Convention & Exhibition Bureau



Presenting to you another perspective of Thai's earthly paradise. On this one night, indulge yourself with an unrivalled Thai cuisine, dance to the beat of the angels and feel the uniqueness of this heaven on earth.

30 Sept

CTW Asia-Pacific



Conference Sessions ●●●●

0900 – 1000hrs | Lotus Suite 7, Level 22
Megatrends In The Corporate Travel World
 (Sponsored by Carlson Wagonlit Travel)

1030 – 1130hrs | Lotus Suite 7, Level 22
Staying Safe and Secure

Lotus Suite 7, Level 22

1130 – 1230hrs
3A: Why Group Transport Deserves More Attention
 (In Collaboration with ACTE)

1350 – 1450hrs
4A: Reconsidering Your Hotel Procurement Strategy

See pages 19–20 for synopsis & speaker details

Lotus Suite 11, Level 22

1130 – 1230hrs
3B: Strategic Meetings Management In Action: An APAC Case Study

1350 – 1450hrs
4B: Using Technology: Innovations for Onsite Attendee Engagement

0900 – 1030hrs | Open Space outside Lotus Suites 3&5 Level 22
Coffee Break by Oakwood WorldWide ●●●●

1450 – 1520hrs | Open Space outside Lotus Suites 3&5 Level 22
Coffee Break by HRS ●●●●

1530 – 1730hrs | Exhibition Hall, Level 22
Business Appointments ●●●●



0900 – 1800hrs | Exhibition Hall, Level 22
Exhibition ●●●●●●●●●●

IT&CMA Business Appointments ●●●

Media Briefings ● Lotus Suite 9, Level 22

0930 – 1000hrs
Thailand Convention & Exhibition Bureau

1030 – 1100hrs
Malaysia Convention & Exhibition Bureau

1130 – 1200hrs
Oakwood Worldwide

1400 – 1430hrs
Taiwan Tourism Bureau

1500 – 1530hrs
Indonesia Convention Exhibition

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22



1010 – 1040hrs
Selling at Tradeshow

1500 – 1530hrs
Be Well at Tradeshow

See page 19 for synopsis & speaker details



1230 – 1345hrs | World Ballroom A, Level 23
Hosted Luncheon by Frasers Hospitality

For Invited CTW Asia-Pacific Buyers Only

1230 – 1345hrs | Lotus Suite 3, Level 22
Hosted Luncheon by Dubai Business Events ●●●●

DUBAI Invited Asian MICE meeting planners and decision planners will discover the latest offerings that dynamic Dubai has to offer in the business events field. It is also the perfect opportunity to get to know the Dubai Business Events team as they are ready to answer questions over lunch and explore how they can help kick-start your next event in the city.

By Invitation Only

1230 – 1345hrs | World Ballroom B, Level 23
Hosted Luncheon by Seoul Metropolitan Government ●●●●

SEOUL METROPOLITAN GOVERNMENT Seoul is all set to wow buyers and media over an exclusive luncheon. Highlighting the event is a reveal of the city's special support programs that has been made easier for buyers to qualify, as well as a host of new incentives that invited guests can take advantage of.

By Invitation Only



Forums ●●●●●●●●●●
 Lotus Suite 5, Level 22

Association Day

1440 – 1550hrs | **Partnering Your Sponsors**

See page 18 for synopsis & speaker details

1555 – 1705hrs | Presentation Area, Exhibition Hall, Level 22
Destination Presentations ●●●●●●●●●●

1105 – 1125hrs | **Thailand Convention & Exhibition Bureau (TCEB)**

1555 – 1615hrs | **Taiwan Convention & Exhibition Association**

1620 – 1640hrs | **Dubai Business Events**

1645 – 1705hrs | **Switzerland Tourism**

1830 – 2100hrs | World Ballroom A&B
Hosted Dinner by Tourism Promotions Board Philippines ●●●●



In line with "It's More Fun in the Philippines" campaign, find out how 'fun works' in the Philippines at the exclusive dinner. Business and MICE events are serious business, but in the Philippines, it is more effective and productive when combined with fun, warm, happy English-speaking people, efficient service, wide array of destination choices, MICE-ready facilities and value-for-money alternative activities.

For Buyers Or By Invitation Only

1 Oct

0900 – 1800hrs | Exhibition Hall, Level 22
Exhibition ●●●●●●●●●●
IT&CMA Business Appointments ●●●●

Media Briefings ● Lotus Suite 9, Level 22

0930 – 1030hrs | **Special Holiday® Travel Pvt Ltd**

1030 – 1100hrs | **Airports of Thailand Plc.**

1130 – 1200hrs | **Thai Airways International Public Company Limited**

CTW Asia-Pacific

0900 – 1100hrs | Exhibition Hall, Level 22
CTW Asia-Pacific Business Appointments ●●●●



1100 – 1130hrs | Open Space outside Lotus Suites 3&5 Level 22
CTW Asia-Pacific Coffee Break ●●●●



Lotus Suite 7, 11, Level 22

Conference Sessions ●●●●

1130 – 1230hrs | **Traveller Loyalty In The Airline Industry**

1400 – 1500hrs | **Assessing The Performance of Your TMC**

1530 – 1630hrs | **Learning From Success: FlexTravel**

1630 – 1730hrs | **What's Happening In Air Distribution**

See pages 19–20 for synopsis & speaker details

1500 – 1530hrs | Open Space outside Lotus Suites 3&5 Level 22
CTW Asia-Pacific Coffee Break ●●●●



Forums ●●●●●●●●●●
 Lotus Suite 5, Level 22

Association Day

0900 – 1000hrs | **Mapping Out Excellence In Communication**
 (In collaboration with ICCA)

1030 – 1130hrs | **Learning From Success**

1400 – 1500hrs | **Associations for Association Executives**

See page 18 for synopsis & speaker details

1500 – 1700hrs | Exhibition Hall, Level 22
Business Appointments Sessions ●●●●

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

1125 – 1155hrs
Event Apps Evolved: Make an App for Everything

See page 19 for synopsis & speaker details



1230 – 1345hrs | Networking Lunch Area, Exhibition Hall, Level 22
14th Sticky Awards Lunch ●●●●●●●●●●

The annual Sticky Awards applauds the ingenuity and innovative efforts of IT&CMA and CTW Asia-Pacific delegates who have delighted their peers with unforgettable exciting exhibits, booths, functions, promotions, individual personalities and green efforts at the year's event. Find out who is our newest "Stickiest Social Sharing" winner of 2015.

IT&CMA and CTW Asia-Pacific Media Feedback Session

1400 – 1500hrs | Lotus Suite 9, Level 22
 • Darren Ng, Managing Director of TTG Asia Media

2-4 Oct

Post-Show City Tours ●●●●●

• Krabi • Koh Samui





Education Highlights

KEYNOTE ADDRESS | 29 SEPTEMBER | 1610 - 1710hrs | World Ballroom A&B, Level 23

Outlook of the Global MICE Industry

What will the future hold for the MICE industry? This high-level plenary session brings together CVB representatives from around the world to discuss the latest trends, challenges and opportunities facing the sector and what industry players can do now to succeed tomorrow.

Moderator: Gary Grimmer, CEO, **GainingEdge**

Panellists: Anja Loetscher, Director, **Geneva Convention Bureau** | Maureen O’Crowley, Executive Director, MICE Division, **Seoul Tourism Organisation** | Supawan Teerarat, Vice President & CMO, **Thailand Convention & Exhibition Bureau**

ASEAN MICE FORUM | 29 SEPTEMBER | Lotus Suite 9, Level 22

0900 - 1000hrs | ASEAN MICE Forum 1 | **A One-Stop MICE Wonderland**

ASEAN member nations’ proximity and varied appeals mean the region can be packaged as a one-stop destination for different types of business events, from trade conferences to corporate incentives and teambuilding. Join us for this plenary session to discuss how multi destination programmes can be put together in ASEAN and get the latest MICE developments from across the region.

Moderator: Karen Yue, Group Editor – TTG Travel Trade Publishing, **TTG Asia Media**

Panellists: Hugo Slimbrouck, Director of Strategic Partnerships, **Ovation Global DMC** | Addie Pornthip, Deputy CEO, Destination Asia Group and Managing Director – Thailand, **Destination Asia**

1030 - 1115hrs | ASEAN MICE Forum 2 | **Learning From Success: Case Studies**

This session features a series of mini case studies by industry players on how they did a meeting, incentive, convention and exhibition in relatively ‘fresh’ ASEAN destinations.

Presenter: Kris Srisatin, Founder & Managing Director, **Stream Events Asia**

1115 - 1215hrs | ASEAN MICE Forum 3 | **Convention Bureaus & MICE – Conduit for Economic Transformation**

For any destination, convention bureaus can play an essential role in the development of the local MICE industry thereby creating a multitude of broader economic benefits. This session discusses the significance of convention bureaus and why they are important at a country/city level.

Presenter: Gary Grimmer, CEO, **GainingEdge**

ASSOCIATION DAY FORUM | 30 SEPTEMBER AND 1 OCTOBER | Lotus Suite 5, Level 22

30 September | 1440 - 1540hrs | Association Day Forum 1 | **Partnering Your Sponsors**

For associations, the sponsorship dollar is as important as it is elusive. Building greater efficiency into your sponsorship programme could start from changing your perspective and looking at potential sponsors as business partners. How do you create a menu of sponsorship opportunities that deliver greater value to your sponsors? This session will draw upon what is known about industry best practices informed by a case study of the Mathematical Association of Victoria.

Speaker: Simon Pryor, Chief Executive Officer, **Mathematical Association of Victoria**

1 October | 0900 – 1000hrs | Association Day Forum 2 | (In collaboration with ICCA) **Mapping Out Excellence In Communication**

Effective communication is more essential than ever before, even more so when it comes to association management. However, managing effective communication with association members, especially on important issues of interest, is not as simple as many think. It involves different communication levels with members of different backgrounds, experience and levels of authority. In this session, Noor shares his experience communicating with over 200 members from 83 cities in Asia Pacific – showing how effective communication can not only deepen member engagement, but also ensure continued growth in the association itself. Does an association need any specific strategy in communications, especially when it is dealing with members in a vast geographical area?

Speaker: Noor Ahmad Hamid, Regional Director Asia Pacific, **International Congress and Convention Association**

1 October | 1030 – 1130hrs | Association Day Forum 3 | **Learning From Success**

With the growth in revenue generated with the increase in the number of international congresses all over the world, it is important to know how cities are selected by international organisers for their meetings. This session will provide attendees with an overview of the selection procedure involved by international organisations in their choice of locations.

Speaker: Richard Holmes, International Director of Meeting, **International League Against Epilepsy**

1 October | 1400 – 1500hrs | Association Day Forum 4 | **Associations for Association Executives**

Bringing together association executives can create an active community of likeminded professionals, enhance collaboration and learning and take the professional as a whole forward. In this session, we discuss how such associations can benefit their members and what association executives need and want from these organisations.

Panellists: Gary Grimmer, CEO, **GainingEdge** | Simon Pryor, Chief Executive Officer, **Mathematical Association of Victoria** and Past President, **Australasian Society of Association Executives (AuSAE)** | Daniel Strassberg, President, **Quest Asia & Quest Australia & New Zealand**



From left to right: Anja Loetscher, Christopher Toh, Daniel Strassberg, Gary Grimmer, Hugo Slimbrouck, Karen Yue, Kris Srisatin, Noor Ahmad Hamid, Sarah Skavron, Simon Pryor

CAMPFIRE KNOWLEDGE SESSIONS | 30 SEPTEMBER AND 1 OCTOBER | Presentation Area, Exhibition Hall, Level 22

30 September | 1010 - 1040hrs | Campfire Knowledge Session 1 | **Selling at Tradeshows**

Optimise every business appointment and sales opportunity on the showfloor! In this campfire session, we will share proven strategies to help sellers effectively engage buyers while offering buyers useful insights on the sales process.

Speaker: Hugo Slimbrouck, Director of Strategic Partnership, **Ovation Global DMC**

30 September | 1500 - 1530hrs | Campfire Knowledge Session 4 | **Be Well at Tradeshows**

Business travel and attending trade shows can be very intense and exhausting for your body and brain. How can you stay well when away from your usual environment? Join this campfire for the best tips from experienced travellers and learn easy exercises that you can do in your hotel room or during breaks to make the most of your time at IT&CMA Asia and your next trip.

Speaker: Sarah Skavron, Knowledge and Events Executive, **IMEX Group**

1 October | 1125 - 1155hrs | Campfire Knowledge Session 6 | **Event Apps Evolved: Make an App for Everything**

Event organisers have embraced mobile apps as the perfect way to communicate directly with attendees at their events. Over the past several years, however, event apps have become so ubiquitous and easy to create that organisers are finding new and exciting uses that cover all their events from large to small. Guidebook gives insight collected from its 25,000 published event guides as to how you can move beyond conventional thinking to scale your apps to fit all your many use cases.

Speaker: Christopher Toh, Country Manager for Singapore, **Guidebook**

CTW ASIA-PACIFIC SESSIONS | 30 SEPTEMBER AND 1 OCTOBER

30 September | 0900 - 1000hrs | CTW Asia-Pacific Session 1 | Lotus Suite 7, Level 22

Megatrends In The Corporate Travel World (Sponsored by Carlson Wagonlit Travel)

In the corporate travel industry, some trends blow over but others are game-changers. This session considers the emergence of the sharing economy, both in the accommodation and transport sectors, and how it could reshape the future of corporate travel.

Moderator: Kevin Iwamoto, Vice President of Industry Strategy, **Lanyon**

Panellists: Alvan Aiau, Vice President, Global Sales & Program Management, Asia Pacific, **Carlson Wagonlit Travel** | Craig Ryan, Managing Director, Asia Pacific, **Oakwood Worldwide** | Amarnath Lal Das, General Manager – India Travel, **Accenture**

30 September | 1030 - 1130hrs | CTW Asia-Pacific Session 2 | Lotus Suite 7, Level 22 | **Staying Safe and Secure**

Hotels, as venues for both travel accommodation and business meetings, can play an important role in ensuring traveller safety and security. In this session, learn about the Global Hotel Security Standard®, what major hoteliers are doing to improve their security management through third-party certification and validation and how their efforts may help you mitigate travel risk.

Speakers: Bert van Walbeek, Area Business Development, **Safehotel Alliance Asia** | Hans Kanold, CEO, **Safehotel Alliance**

Panellists: Eric Brand, General Manager/Director of Operations, **Arnoma Grand Bangkok** | Geoffrey Fordham, Senior Vice President, Engineering, Safety and Security, **Onyx Hospitality Group** | Geetha Arekal, APAC Travel Head, **Unilever Industries**

30 September | 1130 - 1230hrs | CTW Asia-Pacific Session 3A | Lotus Suite 7, Level 22

Why Group Transport Deserves More Attention

Traditionally, ground transport does not play a starring role in corporate travel programmes, often outshined by air and accommodation. However, road travel is statistically the most dangerous component of a trip and duty-of-care responsibilities are prompting more corporates to sit up and pay attention. This session considers the why and how of a carefully managed ground transport programme.

Moderator: Benson Tang, Regional Director for Asia, **ACTE**

Panellists: Chris Parker, Sales & Marketing Director, APAC, **Carey International** | Crispian Lye, Regional Director of Sales – Southeast Asia, **FCm Travel Solutions**

30 September | 1130 - 1230hrs | CTW Asia-Pacific Session 3B | Lotus Suite 11, Level 22

Strategic Meetings Management in Action: An APAC Case Study

Understanding Strategic Meetings Management (SMM) can be quite different from implementing it. This session looks at what it takes to design a large-scale SMM programme, outlines common challenges that you may face in rolling it out and discusses the potential benefits to your organisation.

Moderator: Kevin Iwamoto, Vice President of Industry Strategy, **Lanyon**

Speaker: Jung Ji-Hee, Director, Global Meetings Policy & Platform Lead, **Pfizer**

30 September | 1350 - 1450hrs | CTW Asia-Pacific Session 4A | Lotus Suite 7, Level 22

Reconsidering Your Hotel Procurement Strategy

Are fixed hotel rates more favourable than dynamic pricing? How does the dynamic pricing model work – and more importantly, will it work for you? This session will weigh the pros and cons of the two options and discuss which model pays off the most.

Moderator: Chris Reynolds, Senior Partner, **3SIXTY Global**

Panellists: Sarah-Jane Tempest, Director of Corporate Solutions, Asia Pacific **HRS – The Hotel Portal** | Duan Huilian, Territory Head of Sales, China and Southeast Asia, **Best Western International** | Lena Khoo, Regional Head of Travel, APAC, **Credit Suisse AG**

30 September | 1350 - 1450hrs | CTW Asia-Pacific Session 4B | Lotus Suite 11, Level 22

Using Technology: Innovations for Onsite Attendee Engagement

It has been found that the average attention span of an event delegate is now eight seconds—one second less than a goldfish. What can meeting planners do to grab and hold attention? In this session, we discuss how technology can help you with ongoing attendee engagement—before, during and after an event—for more effective results.

Speaker: Kevin Iwamoto, Vice President of Industry Strategy, **Lanyon**

1 October | 1130 - 1230hrs | CTW Asia-Pacific Session 5 | Lotus Suite 7, Level 22 | **Traveller Loyalty In The Airline Industry**

Airline loyalty initiatives like frequent flyer programmes have been around for a long time but are they effective in engaging and directing traveller behaviour? This session discusses the changing needs and demands of business travellers, what airlines can do to reconnect with them and how airline alliances can play a part.

Moderator: Alvan Aiau, Vice President, Global Sales & Program Management, Asia Pacific, **Carlson Wagonlit Travel**



The 23rd IT&CMA and 18th CTW Asia-Pacific

1 October | 1400 - 1500hrs | CTW Asia-Pacific Session 6 | Lotus Suite 7, Level 22 | **Assessing The Performance of Your TMC**

Is your travel management company (TMC) doing a good job? How can you tell? This session considers key performance indicators from both perspectives – how a TMC defines performance and whether this is congruent with the expectations of their clients.

Presenter: Chris Reynolds, Senior Partner, **3SIXTY Global**

1 October | 1530 - 1630hrs | CTW Asia-Pacific Session 7 | Lotus Suite 7, Level 22 | **Learning From Success: FlexTravel**

This is a case study session based on Flextronics International. With an annual travel spend of US\$100 million, learn how the company consolidated five TMC's into a global platform, expanded its OBT footprint and implemented a global BTA payment reporting solution to enable a truly global travel management programme and operations.

Presenter: Taro Matsumoto, Senior Director, Global Procurement, **Flextronics International**

1 October | 1630 - 1730hrs | CTW Asia-Pacific Session 8 | Lotus Suite 7, Level 22 | **What's Happening In Air Distribution**

From IATA's New Distribution Capability to recent developments in airline strategy, the air distribution landscape is changing dramatically. This session discusses what's happening and what it means for the corporate travel industry.



1st row from left to right: Alvan Aiau, Amarnath Lal Das, Benson Tang, Bert van Walbeek, Chris Parker, Chris Reynolds, Craig Ryan, Crispian Lye, Duan Huilian, Eric Brand
2nd row from left to right: Geetha Arekal, Geoffrey Fordham, Hans Kanold, Jung Ji-Hee, Kevin Iwamoto, Lena Khoo, Sarah-Jane Tempest, Taro Matsumoto

IT&CMA 2015 Chosen To Promote ASEAN MICE Through Debut Forum



The ASEAN MICE Forum (AMF) @ IT&CMA will debut on 29 September in Bangkok, in conjunction with The Leading International MICE Event Centered In Asia-Pacific. The only one of its kind in the world, AMF was made possible with the endorsement of the ASEAN Tourism Marketing and Communication Working Group.

"The AMF @ IT&CMA is the first major step we are taking to raise awareness of the ASEAN region, made up of the 10 member countries,

as a collective MICE destination. The AEC collaboration and close ties between the ASEAN nations literally expands the possibilities of any MICE programme to the region, as it can take on a multi-nation approach which will offer diversity and unique cultural experiences for participants. We are excited to initiate conversations with global MICE leaders during the forum," said Khairuddin Abdul Hamid, Deputy Permanent Secretary, Ministry of Industry and Primary Resources, Brunei Darussalam, and concurrently the Chairman of ASEAN Tourism Marketing and Communication Working Group, ASEAN Secretariat.

Organised by TTG Events, AMF will be attended by some 50 global industry leaders including tourism heads from the ASEAN nations, IT&CMA buyers, exhibitors, and media.

Access to AMF is complimentary for all IT&CMA 2015 delegates. Industry members who are not registered for IT&CMA can access the forum at US\$50.

IT&CMA and CTW Asia-Pacific Seeks "Stickiest Social Sharing" Winner



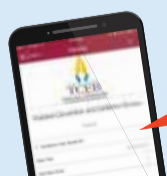
IT&CMA and CTW Asia-Pacific 2015 has added a new title to its Sticky Awards honour-roll in search for the "Stickiest Social Sharing" delegate. Open to all registered event delegates, this initiative is aimed at encouraging attendees to share their show experience with peers through social media and via the mobile app in-guide sharing platforms.

Like the other Sticky Award titles, the "Stickiest Social Sharing" winner will be determined by votes from other delegates, as well as by the organisers who will consider both the content and frequency of posts that had left the biggest impression. Shares made in the lead-up to the event will also be considered. The winner will be announced during the "Sticky Awards" Networking Lunch on 1 October.

To facilitate winner selection, all posts must be identifiable with the delegate's registered name and company name along with the relevant hashtags #itcma2015 and/or #ctwapac2015 on Twitter,

Facebook or the mobile app in-guide photo gallery. Delegates are also required to log-into the mobile guide and check themselves in as an attendee to qualify for the award.

#itcma2015 #ctwapac2015



No More Printed Copies
FULL EXHIBITOR DIRECTORY INSIDE
& Other Exclusive Content and Features

Download the Event Guide on Your Mobile Powered by Guidebook

Download Instructions:

Step 1: Download the 'TTG Events' App from App Store or Google Play Store

Step 2: Tap on 'Download Guides', then choose 'Redeem Code'

Step 3: Enter: **itcma-ctwguide**