

# MEDIA RELEASE

IT&CM Events 2014 / 02



## Site Joins IT&CM Events' Supporting Association Line-Up

*Association to next deliver customised content and speakers at IT&CMA and CTW Asia-Pacific*

---

Singapore, 27 May 2014 – IT&CM Events has teamed up with Site, the global network for travel and event professionals, encompassing Site's support on several fronts – educational programme, publicity, editorial and delegate support - for the upcoming IT&CMA and CTW Asia-Pacific show happening on 30 September to 2 October 2014.

Besides developing and delivering customised content for the IT&CM Events educational forums, the supporting association will also be bringing on board MICE buyers comprising of Site members from various disciplines such as incentive companies, corporate planners, destination management companies, convention/tourism authorities, hospitality, and travel suppliers.

Earlier in April this year, Site speakers were featured at IT&CM China's tailored Corporate Performance forum in Shanghai, as part of its inaugural involvement as supporting association. The association helmed the topic "A Global update on Incentives – China Focus" that discussed current best practices and new emerging techniques needed to be successful in building and delivering incentive travel programmes. Their panel of speakers spotlighted international and China representatives of Site including First Incentive Travel, Inc's Chairman & CEO, Joost de Meyer, IME Consulting Co., Ltd's General Manager, Alicia Yao and China Star Ltd's CEO Liu Ping.

Delegates to IT&CMA and CTW Asia-Pacific can expect Site to once again provide customised educational content as well as a pool of industry experts to share their insider perspectives at the upcoming event in Bangkok.

Kevin Hinton, Chief Staff Officer of Site expressed, "Partnering with IT&CMA and CTW Asia-Pacific is a great way for Site to meet the needs of its global Chapter members, as well as its potential members. We are thrilled to have the opportunity to align the Site brand with IT&CMA and CTW Asia-Pacific as the leading association in the region, combining what we do best with what they do best in bringing together buyers and sellers. We see this as another step in our relationship with IT&CM Events, whom we have partnered with in the past, and are excited about this new expansion of our relationship."

He continued, "Site's Annual Global Conference took place in China 18 months ago, at which time we hosted 300 incentive travel professionals, and partnering with IT&CMA and CTW Asia-Pacific gives us the opportunity to reengage with Site members and other incentive travel professionals in the region."

Ooi Peng Ee, General Manager of TTG Events said, "We are thrilled to have Site on board and we are confident this collaboration will add on new dimensions to our tailored educational forums. Our commitment to elevate the sophistication of the Asia-Pacific region's corporate professionals will serve to broaden our industry's horizons."

For more information on the IT&CM events, please visit the following respective websites:

IT&CM China

[www.itcmchina.com](http://www.itcmchina.com)

IT&CMA and CTW Asia-Pacific

[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

IT&CM India

[www.itcmindia.com](http://www.itcmindia.com)

## ABOUT TTG EVENTS

### Delivering The World's Business To One Marketplace

TTG Asia Media's Events group promotes business opportunities by staging international trade events that bring industry suppliers and buyers to one marketplace.

The group is the founder and organiser of the Incentive Travel & Conventions, Meetings (IT&CM) series of MICE events in Thailand (IT&CMA) – co-located with Corporate Travel World (CTW) Asia-Pacific, China (IT&CM China) and India (IT&CM India). It is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include the Singapore Gifts Show (SGS) and International Feng Shui Convention (IFSC).

## MEDIA CONTACT

### TTG Events

*A Business Group of TTG Asia Media*

1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Group Website: [www.itcmevents.com](http://www.itcmevents.com)

#### **Olivia Ng (Ms.)**

Event Executive

Email: [olivia.ng@ttgasia.com](mailto:olivia.ng@ttgasia.com)

#### **Eileen Teo (Ms.)**

Marketing Executive

Email: [eileen.teo@ttgasia.com](mailto:eileen.teo@ttgasia.com)

#### **Cheryl Tan (Ms.)**

Corporate Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)