



ASSOCIATION DAY @ ITB ASIA 20 October 2011



ITB
Asia

The Trade Show for the Asian Travel Market

ASSOCIATION DAY EDUCATION PROGRAMME HIGHLIGHTS – THIS PROGRAMME IS FREE TO ALL INVITED ASSOCIATION EXECUTIVES

20 OCTOBER 2011 : PROGRAMME AT A GLANCE

Time	Programme	Speaker
0900 - 1000	<p>Business Travel Plenary Session - Why Business Travel matters more than ever in Asia</p> <ul style="list-style-type: none"> • Opening Welcome Remarks • Presentation of Research Findings • Business Travel Panel Session moderated • Q&A Session 	<p>Venue: Theatre, Level 2, Suntec Singapore</p> <p>Melissa Ow, <i>Assistant Chief Executive, STB</i> Adam Sacks <i>Managing Director, Tourism Economics</i> Chris Crowley <i>President, ACTE Board of Directors</i></p>
Ballroom 1, Level 2, Suntec Singapore		
1015 - 1130	<p>An overview of association management in the Asia Pacific Region</p> <p>ASAE will share the results of a research study on the size and scope of associations in the Asia-Pacific region. Using the research findings as a starting point, an expert panel and participants will lead a discourse with the audience on current and future work in the Asia Pacific region around three areas: Membership Recruitment and Retention, Talent Acquisition and Management; and Communicating the Value of Your Association.</p>	<p>Moderator: Greta Kotler, <i>CAE,</i> <i>Chief Global Development Officer</i> <i>ASAE: The Center for Association Leadership</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Steven Yeo <i>Vice President, HIMSS Asia & Middle East</i> ▪ Ajay Kakar <i>Secretary Treasurer, International Academy of Periodontology and VP, The Indian Academy of Aesthetic and Cosmetic Dentistry</i>
1130 - 1150	Networking Break (Ballroom 1 Foyer, Level 2, Suntec Singapore)	
1150 - 1300	<p>Designing New Learning Formats for Your Conference</p> <p>Are you seeking ways to truly meet your member's learning needs? Traditional sessions where content leaders present material and then encourage discussion may work for some attendees but not all. Many are interested in diving into a topic where they can explore an issue in-depth. Others prefer the opportunity to have a conversation around a topic that matters to them and still others prefer to get their information in sound bytes. This session will identify a variety of session formats that you can easily implement at your next association meeting.</p>	<p>Anne Blouin <i>CAE, Chief Learning Officer,</i> <i>ASAE University</i> <i>ASAE : The Center for Association Leadership</i></p>
1300 - 1430	Networking Luncheon (Hosted by Brahler and Kenes Asia)	
1430 - 1500	<p>Case Studies</p> <p>This session examines 3 association events held in 3 different Asian environments. Session highlights will cover:</p> <ul style="list-style-type: none"> ▪ What worked and what did not work, and why? ▪ What lessons to be learned? ▪ What were the financial and non-financial benefits gained? ▪ What challenges arose that were unique to each destination? How were they solved? ▪ What was special about the events? 	<p>Shannon Sweeney <i>Managing Director and Co-founder</i> <i>Be Communications Asia</i> <i>(Former Editor CEI Magazine)</i></p>

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19-21 October 2011 itb-asia.com

Time	Programme	Speaker
1500 - 1530	<p>Benefits and Challenges in Holding Association Meetings in Asia</p> <p>Besides financial benefits and educating your attendees, organising association meetings in Asia can reap many benefits: be it your association's reach and influence in Asia, extending your association network to Asia, motivating your attendees to be better at what they do, developing technical know-how and more. This panel will explore the benefits of organising association meetings in Asia and discuss how to overcome the challenges and turn them into benefits.</p>	<p>Moderator: Shannon Sweeney <i>Managing Director and Co-founder Be Communications Asia</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Abdul Rahim Abdul Hamid <i>Vice President, Malaysian Institute of Accountants (MIA) and the WCOA 2010 Steering Committee Chairman</i> ▪ Bibiana Lau <i>Director, Sales, Suntec Singapore</i> ▪ Kitty Wong, <i>President, K & A International Co., Ltd , Taiwan</i> ▪ Marcel Ewals <i>Managing Director, Kenes Asia</i>
1530 - 1550	Networking Break (Ballroom 1 Foyer, Level 2, Suntec Singapore)	
1550 - 1635	<p>Roundtable Discussions</p> <p>These facilitated informal discussions will focus on the key topics that are of most interest to you. These include: How to differentiate your meetings from the competition? How to increase participation? How to create and communicate key values? How technology can be used? How to achieve the best delegate experience? Ultimately, the goal is also to have good conversation among the participants.</p>	<p>Moderator: Shannon Sweeney <i>Managing Director and Co-founder Be Communications Asia</i></p> <p>Facilitators will include the speakers from the day.</p>
1635 - 1715	<p>Looking into the crystal ball: Association meetings in the next 5 to 10 years</p> <p>In this session, you will learn from the speakers the outlook of Association meetings in the next 5 to 10 years, as well as outlook of organising association meetings in Asia and what Asia may need to attract more Association meetings into this region. Following the presentation, you will have an opportunity to plan your future meetings.</p>	<p>Noor Ahmad Hamid <i>Regional Director Asia Pacific International Congress & Convention Association (ICCA)</i></p> <p>Monimita Sarkar <i>Managing Director, KW Conferences Pvt Ltd</i></p>
1715 - 1800	Buyers meet Sellers at the ITB Asia Trade Show (Hall 601 – 603, Level 6, Suntec Singapore)	
1830 - 2200	<p>Association Networking Evening at Marina Bay Sands</p> <ul style="list-style-type: none"> ▪ Guided tour of the Sands Expo and Convention Center, ArtScience Museum (Optional) and the Marina Bay Sands Hotel 	<ul style="list-style-type: none"> ▪ Cocktail Reception, and ▪ Experience Southeast Asia's largest light and water spectacular – Wonder Full (Optional)

Programme is good as of 26 September 2011 and is subject to change without prior notice.

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