

ITB Asia 2015
21 – 23 October 2015

PRESS RELEASE

ITB Asia partners with ICESAP to offer Education Programme on Incentive, Conference & Events Market

Singapore, 6 October 2015 – ITB Asia, the ‘Trade Show for the Asian Travel Market’, has partnered with the Incentive Conference & Event Society Asia Pacific (ICESAP) for a half-day conference at the show this year. ICESAP’s session will focus on an education programme for the incentive, conference and events market (IC&E).

It will be held on the first day of ITB Asia, 2pm – 6pm at Level 3 Sands Expo and Convention Centre, Marina Bay Sands.

“ICESAP is delighted to provide the Incentive Conference & Event Business Session at this year’s ITB Asia event. Our Society is strongly focused on improving the understanding of the IC&E sector, in particular through advancing learning & professional standards of our members and the industry as a whole.” said Nigel Gaunt, President of Incentive, Conference & Event Society Asia Pacific.

The ICESAP IC&E Education programme will include several case studies and discussions on a wide range of timely topics. A dedicated session on ‘The Age of Meetings Technology’ will highlight ways meetings can incorporate the latest technological developments and stay relevant to today’s modern age.

Following this, a session led by Lisa Hopkins of BCD Meetings & Events entitled ‘Why Price Matters’ will explore the complex world of pricing strategies, and provide key insights on how to get the best deal for your events. Delegates can then find out what happens ‘When Events Go Wild’, which will explore the possible situations that may come up such as in a crisis. It will include real-life examples and practical solutions to help manage unplanned and unforeseen disasters.

A customer panel entitled ‘How to bring magic to your events’ will also allow delegates to hear from some of the industry’s leading corporate event leaders on how they can differentiate their events, and generate first class results on any budget. This session will be moderated by Benoit Badufle from Monaco Government Tourist & Convention Authority and Horus Development & Consulting.

“Our objective is to provide practical advice and real examples based on what we understand event managers want to know more about. We hope attendees will

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walk away with something that they can use in their next event,” said Lisa Hopkins, Managing Director, Asia Pacific of BCD Meetings & Events.

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“At this inaugural ICESAP conference, MICE buyers and delegates will be able to gain an insight on topics including how new technologies can make meetings more effective, and explore key areas of interest such as managing IC&E project risks, and the latest development in procurement, pricing and contracting,” said Katrina Leung, Executive Director of Messe Berlin (Singapore).

For additional details
www.itb-asia.com

ITB Asia has planned for a strong-line up of conference sessions this year including one with Centre for Aviation (CAPA) to hold the show’s inaugural industry outlook forum, a collaboration with DestinationElite to organise the show’s first ‘Luxury Travel & Hospitality Forum’, as well as a session with TravelDaily China to highlight China’s growing importance in the travel industry. The show has also built on existing partnerships with K.I.T. Group to expand this year’s association conference programme, and with the Global Business Travel Association (GBTA) to organise a dedicated Business Travel Day.

ITB Asia is a partner event of TravelRave, a premiere travel and tourism week organised by the Singapore Tourism Board. Last year’s show attracted close to 750 exhibitors from 76 countries, as well as 850 buyers from 62 countries.

For more information on ITB Asia 2015, visit www.itb-asia.com

About ITB Asia 2015

ITB Asia 2015 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 21 - 23 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend. www.itb-asia.com.

About ICESAP

ICESAP was established to provide a unified pan-Asia Pacific voice to the Incentive Travel, Meetings, Conference & Business Events industry. Until now only national bodies, often representing only either Incentive, Conference or Event, but not all three, have existed to represent the industry, but being by nature a cross-border industry there needs to be a consistent approach in key areas, such as industry standards, education and accreditation.

In 2014 it is estimated that the IC&E sector (often referred to as the MICE industry) was valued at over US\$120 billion across the economies of Asia Pacific (excluding The Americas) Furthermore 80% of this spend came from within Asia Pacific. Despite the scale of the industry there has been no peak body until the formation

of ICESAP.

ICESAP is unique amongst professional bodies in that it has customers as its peak member category, known as Corporate Members of the Society. Today they make up approximately 40% of the 350+ total membership.



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