



ITB
ASIA

**Asia's Leading Travel
Trade Show**

itb-asia.com

mice
SHOW ASIA

**The Premier MICE
Show In Asia**

miceshowasia.com



**The Premier Travel
Tech Show In Asia**

traveltechasia.com

JOIN US

19 – 21 October 2022 **In-Person**

Sands Expo & Convention Centre, Singapore

3 shows in 1 platform

#ITBAsia #MICEShowAsia #TravelTechAsia

Brought to you by:



**Messe Berlin
Singapore**




ITB



**COMMUNITY
IN ASIA**

DAY ONE OPENING KEYNOTE

DAY ONE – 19 OCTOBER 2022	
08:45 AM – 9:00 AM	Organiser's Opening Remarks
9:00 AM – 10:00 AM	<p><i>Learn what's happening in Asia Pacific's travel, tourism and MICE markets and discuss strategies driving the industry forward. Join us for keynote presentations, where leaders of major travel companies and related partners confront the issues facing the industry today, outline what gaps exist in the markets and discover the next trends that will shape the future of travel.</i></p> <p>09:00 – 09:15: Keynote: Travel in Action, Digitally What will disrupt and change the way we travel and do business? How are technologies transforming products, enabling a seamless traveller journey, as well as empowering the travel industry for greater efficiency and creativity?</p> <p>Confirmed speaker from Expedia Group</p> <p>09:15 – 09:30: Keynote: Rebuilding Confidence: How COVID-19 Fostered a More Resilient Future for Travel The unprecedented challenges of the pandemic have paved the way for remarkable moments of resilience, new business models, and ingenuity across travel sectors. Now, as borders are open and travel restrictions are removed, a new era of travel begins to take shape where travel leaders are redefining their strategies and services in new and meaningful ways.</p> <p>Confirmed speaker from Marriott International</p> <p>09:30 – 10:00: Keynote Fireside Chat: Looking Toward 2025: Where Travel Will Be As we look ahead in three years' time or even further, the reality is that travel will never truly be the same. Industry leaders would have to figure out what challenges will come next, what innovations will take place, and how the industry can adapt and evolve in a fast changing world. Join us at this keynote fireside chat where we explore the biggest questions facing travel and the possible answers and actions we can take today.</p> <p>MODERATOR:</p> <ul style="list-style-type: none"> • CNBC Travel <p>SPEAKERS:</p> <ul style="list-style-type: none"> • Expedia Group • Marriott International
10:00 AM – 10:10 AM	Buyers' Briefing

KNOWLEDGE THEATRE

DAY ONE – 19 OCTOBER 2022		DAY TWO – 20 OCTOBER 2022		DAY THREE – 21 OCTOBER 2022	
10:00 AM – 10:30 AM	Global and Regional Market Outlook The travel recovery is underway globally—2022 is the year where tourism has restarted in earnest. There are still factors at play that are a drag on the travel recovery and introduce risks to the outlook, but overall things have mostly restarted after the disruption of the pandemic. This session will provide you not only an overarching theme when looking at the tourism outlook, but also a clear and coherent analysis to make sense of the complex global and regional trends that are shaping the future of travel. Confirmed speaker from Tourism Economics (an Oxford Economics company)	10:00 AM – 11:00 AM	[Sponsored] Keynote Panel: Beyond Sustainability – Meaningful Tourism as the “New Normal” Offering Benefits for All Stakeholders Meaningful Tourism is the new paradigm for the post-pandemic development of global tourism, combining and advancing both concepts of “Sustainable Tourism” and “Responsible Tourism”. Instead of focusing on what to give up, forego or feel ashamed about in tourism practices, Meaningful Tourism offers positive and creative solutions to overtourism, staff shortages as well as cultural and environmental damages. Join us at this session where we explore best practice examples of Meaningful Tourism that can provide quality, benefits and satisfaction for ALL industry players in the travel ecosystem. The names of the 18 winners of Meaningful Tourism Awards 2022 will also be announced at this session. Confirmed speaker from Meaningful Tourism Center BER FLUGHAFEN BERLIN BRANDENBURG	10:00 AM – 12:00 PM	[Conference Partner] Topic TBC  ADVENTURE TRAVEL TRADE ASSOCIATION
10:30 AM – 11:00 AM	C-Suite Talk: Meet Saudi				

11:00 AM – 11:30 PM	<p>Adapt and Pivot: Delivering Authentic Experiences While Prioritising Sustainable, Inclusive and Resilient Growth</p> <p>Authenticity is a cornerstone of sustainable tourism, and when developed mindfully can be the source of social and economic opportunities for any local community. Today's traveller is one who is committed to doing their part in ensuring the protection of the places they have seen and loved. As they head back out into the world, they are determined to turn their intentions into impactful action. With clear needs to be met thanks to the growing consumer appetite for sustainable travel options, the industry has a real opportunity to fulfill its potential as a key sector in our transition towards a greener economy and the time is now to rebuild with a renewed focus on sustainability.</p> <p>Confirmed speaker from Booking.com</p>	11:00 AM – 12:00 PM	<p>NTOs' Talks: Destination Rediscoveries</p> <p>People are saying YES to travel, making up for lost vacation time. As we look to the future, what are the traveller's changing behaviours, priorities and preferences that we should pay attention to? Travel is certainly returning, how are we going to build on that momentum?</p> <p>Join us in this series of talks where leaders from national tourism organisations (NTOs) across APAC and beyond discuss ideas and set actions for destinations to come back stronger than before.</p> <p>Talk 1: Confirmed speaker from Maldives Marketing and PR Corporation</p> <p>Talk 2: Confirmed speaker from Spain Tourism Board</p>		
11:30 AM – 12:30 PM	<p>Hotel Leaders' Panel: Recovery and Opportunities</p> <p>Travel has evolved in many ways – from new cleanliness protocols to contactless experiences; from the search for holistic wellness solutions to more approachable and comfortable travel, stay and dining experiences. How will the post-pandemic psyche affect the way people travel in 2023 and their choice of accommodation? Join us in this session to find out.</p> <p>MODERATOR: Singapore Hotel Association</p> <p>PANELLISTS:</p> <ul style="list-style-type: none"> • Four Seasons Hotels & Resorts • Pan Pacific Hotels Group • IHG Hotels & Resorts (IHG) • The Ascott Limited 	12:00 PM – 12:30 PM	<p>[Sponsored] Topic TBC</p> <p>RESERVED for Sports Tourism Authority of Thailand</p> 	12:00 PM – 12:30 PM	<p>[Sponsored] Topic TBC</p> <p>RESERVED for Sports Tourism Authority of Thailand</p> 
12:30 PM – 13:00 PM	<p>C-Suite Talk: Understanding the Changing Contexts, Emerging Trends and Consumer Expectations</p> <p>With countries easing their travel restrictions and requirements in recent times, the pent-up demand</p>	12:30 PM – 13:00 PM	<p>C-Suite Talk: The Shift in Travellers' Booking Behaviours</p> <p>Join us, as we discuss how the uncertainty around COVID-19 restrictions has shifted the booking</p>	12:30 PM – 13:00 PM	<p>Healthcare Tourism — The Untapped Potential</p> <p>The post-COVID-19 era would be a booming period for all types of healthcare industries, including healthcare tourism. Join us in this session as we discuss how destinations on Asia Pacific can attract more</p>

	<p>amongst travellers is likely to result in a further spike in trips across Asia Pacific and beyond. To tap on and maximise these growth potentials, join us in this session for insights on (1) major changes taking place in travel, (2) upcoming trends that will ultimately become game-changes, and (3) motivations behind why, how and even where people travel.</p> <p>Confirmed speaker from Collinson</p>		<p>behaviours, what booking trends are short-term and what booking trends will stay and eventually become the game-changers.</p> <p>Confirmed speaker from Agoda</p>		<p>international visitors by building and promoting healthcare tourism.</p> <p>Confirmed speaker from GOTZ Travel & Tours</p>
13:00 PM – 13:30 PM	<p>Hospitality's Biggest Opportunities in Decade Ahead</p> <p>The global hospitality sector has been hit hard by the COVID-19 crisis. As international travel returns, business must continue to reinvent themselves to stay relevant and excite the demanding travellers. Join us as we discuss some of the biggest opportunities that the hospitality industry can capitalise on and grow their business to the next level.</p> <p>Confirmed speaker from BWH Hotel Group</p>	13:00 PM – 14:00 PM	<p>Travel Associations' Talks: Where to Next? The New Adaptive Strategies</p> <p>As international tourism resumes, it is the time for travel industry in Asia to quickly seize the opportunities to recover in the new contexts. Join us in this series of talks by travel associations on how the industry can reinvent itself.</p> <ul style="list-style-type: none"> Strategies to reopen and expand connections with international markets How should destinations reshape their marketing? What are the new models of sustainability that destinations are experimenting with and what do we feel might work? Reimagine travel associations' role in supporting and leading the industry through recovery and beyond <p>Talk 1: Confirmed speaker from Association of Tour and Travel Agents (MATTA)</p> <p>Talk 2: Confirmed speaker from ASEAN Tourism Association (ASEANTA)</p> <p>Talk 3: Confirmed speaker from Japan Association of Travel Agents (JATA)</p>	13:00 PM – 13:30 PM	<p>Hospitality Franchising Opportunities in a Post-Pandemic World</p> <p>While franchising can be a great route to expansion for many hospitality brands, it is certainly not an automatic pathway to success. If you think franchising is right for you and your business, join us in this session as we walk you through some of the key considerations and action plans.</p> <p>Confirmed speaker from Wyndham Hotels & Resorts</p>
13:30 PM – 14:30 PM	<p>NTOs' Talks: Destination Rediscoveries</p> <p>People are saying YES to travel, making up for lost vacation time. As we look to the future, what are the traveller's changing behaviours, priorities and preferences that we should pay attention to? Travel is certainly returning, how are we going to build on that momentum?</p> <p>Join us in this series of talks where leaders from national tourism organisations (NTOs) across APAC and beyond discuss ideas and set actions for destinations to come back stronger than before.</p> <p>Talk 1: Confirmed speaker from South African Tourism</p> <p>Talk 2: Confirmed speaker from Tourism Australia</p>			13:30 PM – 14:00 PM	<p>C-Suite Talk: The Challenge of Cross-Border Travel: How Globalisation Is Reset and Its Sustainable Impacts on Travel Economy</p> <p>Though travel is returning, cross-border restrictions are still in place in several destinations around the world, and scientists are warning of the onset of another pandemic – which is not a matter of if, but when. These ongoing and upcoming challenges requires cross-border co-operation and co-ordination among governments, tourism organisations and businesses to find the best balance between agility and risk management. Join us at this session where we get a glimpse of the future of globalisation in years ahead and how travel economy will navigate itself through these unprecedented times.</p> <p>Confirmed speaker from Austrian National Tourist Office</p>

	Talk 3: Confirmed speaker from Saudi Tourism Authority	14:00 PM – 14:30 PM	C-Suite Talk: How COVID-19 Will Continue to Test Our Business Resilience, Push for Greater Sustainability, and Demand Changes in Our Existing Models Travel is returning. Yet that doesn't mean the challenges and uncertainties are going away at the same time. As we look back, how has COVID-19 shaped the travel industry as it is today? As we look ahead, what does the future hold? How are we going to build on the momentum of current pent-up demand? Confirmed speaker from Tourism Malaysia	14:00 PM – 14:30 PM	C-Suite Talk: The DIY Future of Travel We are heading to the future where more than half of the travellers worldwide will compose the holidays themselves – a truly contactless travel experience is set to increase. From mobile check-in and check-out, to ordering F&B at restaurants, room services, payments and mobility, 'do-it-yourself' tech is an upward trend. Join us in this session as we explore the latest – and wildest trends – in travel technology, and how digital transformation is going to have a profound effect in travel in terms of the customer experience possibilities, operations, and the bottom line.
14:30 PM – 15:00 PM	C-Suite Talk: Bold Moves: Diversifying Beyond Traditional Offerings A new normal for the travel industry is here and the travel industry is quickly adapting to shifting consumer expectations. This session explores how businesses need to look beyond traditional offerings to win the hearts of travellers. Confirmed speaker from MakeMyTrip	14:30 PM – 15:00 PM	What the Future May Hold for Luxury Travel This session explores major changes taking place in luxury travel. Have the high-net-worth consumers' appetites moved from displays of wealth to responsible consumption as seen in ethical living, artisanship, authenticity and sustainability? If so, what does that mean for luxury travel industry players? How does that spark innovations in product offerings? Who would be the new players entering the market? Confirmed speaker from Abercrombie & Kent	14:30 PM – 15:00 PM	C-Suite Talk: The Power of Belonging: Customer Engagement Strategies for 2023 and Beyond
15:00 PM – 15:30 PM	C-Suite Talk: Joy of the Day: Youth Travel to Jump-start Tourism Recovery Young people around the world remain optimistic that an inclusive, resilient recovery from the COVID-19 pandemic is possible. Join us, as we discuss how the youths of today will be the key to jump-starting tourism recovery around the world. Confirmed speaker from Contiki Holidays	15:00 PM – 16:00 PM	Tours & Activities Leaders' Panel: The Return of Overseas Trips: How Tour Operators Are Rethinking Travel for the Long Term The unprecedented challenges of the pandemic have paved the way for remarkable moments of resilience, new business models, and ingenuity across travel sectors. Now, as the next era of travel begins to take shape, leaders in tours, activities and experiences are redefining their strategies and services in new and meaningful ways. PANELLISTS: <ul style="list-style-type: none"> • Travel Corporation • TUI Musement • City Sightseeing Worldwide • <i>More to be announced</i> 	15:00 PM – 15:30 PM	C-Suite Talk: The Profile of 2025 Traveller
15:30 PM – 16:00 PM	Singapore: An Urban Wellness Haven The COVID-19 pandemic has given prominence to the importance of physical and mental health. Join us as we discuss, how Singapore can be a good example of an urban wellness haven that combines travelling and accessible wellness offerings. Confirmed speaker from Singapore Tourism Board (STB)			15:30 PM – 16:00 PM	C-Suite Talk: Rebuilding Customer Loyalty When Expectations Are at an All-time High


16:00 PM – 16:30 PM	C-Suite Talk: Stimulating Travel Demand in New Context Looking to once again welcome guests and visitors, destinations and travel companies worldwide need to be creative in stimulating travel demand. This session will explore some of the BIG ideas and share case studies on best practices.	16:00 PM – 16:30 PM	C-Suite Talk: Travel Trends of Young Professionals Youth travel is a growing segment of the global travel industry. The young professionals of today are well travelled and difficult to predict. Join us, as we discuss the upcoming travel trends of the young professionals that businesses can capitalise on to grow their market share in this segment.	16:00 PM – 16:30 PM	C-Suite Talk: Connecting Destinations to Travellers: Unconventional Marketing Strategies
16:30 PM – 17:00 PM	Get Ready for Anything: The New Face of Destination Management Now more than ever, destination management companies (DMCs) should think about ensuring that every facet of their destinations – from hotels to restaurants to local attractions – will meet the new and at all-time high expectations of travellers who start venturing outside the home and going abroad. Join us in this session where we re-evaluate DMCs' operations, identify potential gaps and share ideas to unlock new and previously unexplored opportunities for growth. Confirmed speaker from Discova	16:30 PM – 17:00 PM	C-Suite Talk: Cruises' Approach in a New Travel Landscape Post-COVID	16:30 PM – 17:00 PM	C-Suite Talk: From Slow to Flow: Supercharging Your Destination Marketing Transformation



DAY ONE – 19 OCTOBER 2022		DAY TWO – 20 OCTOBER 2022		DAY THREE – 21 OCTOBER 2022	
10:00 AM – 10:30 AM	<p>How Digitisation Can Resolve Travel Manpower and Talent Challenges</p> <p>This session shares insights on how travel companies can empower employees for greater efficiency and reduce the manpower cost through digitalisation.</p> <ul style="list-style-type: none"> • Three phases of digitalisation: Informatisation, Connection and Digitalisation • Resolving the manpower shortage: Self-service chatbots and how to achieve harmony between machine capabilities and the human touch for great customer service • Empowering employees: Best ways to implement digitalisation to shorten the learning curve and help staff enjoy their work. • Going beyond the companies' scope: BIG ideas and key actions to develop and empower the workforce across travel industry sectors <p>Confirmed speaker from DidaTravel</p>	10:00 AM – 10:30 AM	<p>How Technology Can Help to Ease Cruise Travel Disruptions</p>	10:00 AM – 10:30 AM	<p>360-degree Destination Marketing Strategy: People, Data and Experiences</p>
10:30 AM – 11:00 AM	<p>Converting Virtual Walkthroughs to Actual Bookings</p> <p>Many operators are getting plenty of inquiries but are only converting 20% of them (or fewer) into bookings. Which means a lot of money is being left on the table. It's clear that many tour operator companies are still failing to convert the valuable opportunities their marketing generates into actual sales – often at great expense. Join us in this session as we explore how to better convert these walkthroughs into actual bookings.</p> <p>Confirmed speaker from KAYAK</p>	10:30 AM – 11:00 AM	<p>The Return of International Travel: How OTAs Are Adapting and Evolving</p> <p>At the time international travel returns and great challenges in the world economy unfold themselves, join us in this session to hear how OTAs can manage the changes and sustain the businesses.</p> <p>Confirmed speaker from Trip.com Group</p>	10:30 AM – 11:00 AM	<p>The Future of Destination Marketing in a Post-Cookie World</p>

11:00 AM – 12:00 PM	<p>Tech Leaders' Panel: The Future is Digital</p> <p>Over the past three years since the COVID-19 pandemic began, travel tech innovations have gone from futuristic to familiar, shaping the way people travel throughout their entire journeys.</p> <p>As consumers have come to expect that technologies will make them more confident about travel, this panel discussion will see experts from across the travel ecosystem come together to talk about the latest innovations that will factor into the travellers' next trips, strategies for travel brands to up their 4.0 games and how the industry can prepare for the next digital revolution.</p> <p>MODERATOR: McKinsey & Company</p> <p>PANELLISTS:</p> <ul style="list-style-type: none"> • Accor • FCM Travel Asia • Gardens by the Bay • Tripadvisor 	11:00 AM – 12:00 PM	<p>Global and Regional Analysis: Impacts of Inflation, Labour, COVID-19 and Geopolitical Issues on Hospitality</p> <p>The global hospitality industry continues to navigate challenges stemming from the pandemic as well as more recent headwinds from labour shortages, inflation, and geopolitical concerns. To help you forge ahead tourism and hotel performance recovery, we put together this session to provide you with timely data and analysis as critical as ever for your business.</p> <p>Confirmed speaker from STR</p>	11:00 AM – 12:00 PM	<p>Session RESERVED for Singapore Venture & Private Capital Association</p> <p>SVCA Singapore Venture & Private Capital Association</p>
12:00 PM – 12:30 PM	<p>[Sponsored] Topic TBC</p> <p>Confirmed speaker from Shiji</p> <p>Shiji</p>	12:00 PM – 12:30 PM	<p>[Sponsored] Opportunities for Hotels in the Metaverse</p> <p>The metaverse has a lot of potential for businesses, especially in terms of creating new and memorable experiences for customers. Its unique virtual features thus make it a new and viable arena for hotels to explore opportunities for ecommerce, experiential marketing, and virtual meetings to name a few. Join us in this session to learn more about the metaverse and these various opportunities.</p> <p>Confirmed speaker from Winsar Group</p> <p>WINCLOUD HOTELS ON CLOUD</p>	12:00 PM – 12:30 PM	New Priorities in Tourism Marketing
12:30 PM – 13:00 PM	<p>Building What's Next for Travel: The Successes, the Stumbling Blocks and the Tools to Survive the Next Crisis</p> <p>Join us in this session as we explore bold thinking and innovative ideas to deliver travel in the New Normal, where travel experiences will always be emotional and human-led, but how we do it has changed.</p> <p>Confirmed speaker from trivago</p>	12:30 PM – 13:00 PM	<p>Reimagining Global Connectivity and How Air Transport Can Successfully Integrate with Super Apps</p> <p>The next frontier in travel will be driven by super apps and the technologies behind the platforms, which will allow travel companies to meet customers' demand for convenient and connected experiences, be more agile in shifting to new business verticals, and optimise operating models. Join us in this session to learn how super apps are not just a glimpse into the future, but the living future.</p> <p>Confirmed speaker from airasia Super App</p>	12:30 PM – 13:00 PM	Self-Service Chatbots Vs. Human Contact Centres: Achieving Harmony Between Machine Capabilities and Human Tasks for Great Customer Service


13:00 PM – 13:30 PM	<p>[Sponsored] Marketing on Data Platform</p> <p>We have seen tremendous changes in our industry over the years. Since the beginning of time - without technology, the internet, or cars - hoteliers depended on third parties to reach, acquire, and reacquire their customers. It was hard to reach someone 10, 100, 1000 miles away but we preserved. In the 1950s- 1990s - technology for hotels was introduced and evolved, including the first property management systems, reservation systems, and distribution networks to better connect guests to possible destinations worldwide. We moved to The Age of the Internet with OTAs stepping in to help hoteliers acquire their guests. The commission models and the economics remained the same even as hotels were able to reach guests anywhere in the world. But there is a new age that is coming up - The Age of Guest Direct. What does this mean? How inevitable is it and why? How can we as an industry embrace this change? Answers to all this in Karen Stephen's talk at ITB Asia and Travel Tech Asia.</p> <p>Confirmed speaker from Revinat</p>	13:00 PM – 13:30 PM	<p>[Sponsored] Topic TBC</p> <p>RESERVED for Trip Ninja</p> <p>tripninja</p>	13:00 PM – 13:30 PM	Experimenting, Measuring, and Improving: Data Strategies to Build Long-Term Loyalty
13:30 PM – 14:00 PM	<p>Contactless Travel: Here Today, More Tomorrow</p> <p>In these times when travellers have become more wary of touching surfaces, contactless technologies have been welcome by all aspects of the travel industry. Join us, as Ankit shares his thought leadership ideas on the future of contactless travel.</p> <p>Confirmed speaker from OYO</p>	13:30 PM – 14:00 PM	<p>Reinventing How Airlines Sell Tickets Through Third Parties</p> <p>Join us at this session where we explore the changes taking place in airline distribution and evaluate the impacts and opportunities brought about by these changes on various industry players in the travel ecosystem—including travel agents, GDS organisations, next-gen distribution companies and other travel tech vendors.</p> <p>Confirmed speaker from Lufthansa Group</p>	13:30 PM – 14:00 PM	Delivering Personalised Content
14:00 PM – 14:30 PM	<p>[Sponsored] A Toolkit to Skyrocket Your Direct Online Sales</p> <p>Direct online sales is a way to go when it comes to hotels. The main goal of TravelLine has always been to help hoteliers make the most out of their direct online sales. While selling rooms and services directly via your hotel's website is definitely a milestone of direct sales, there's so much more to it! When paired with other efficient tools and 14-year expertise of the TravelLine team, it takes your results even further with a seamless booking process, built-in loyalty program, and many more other ways to turn your casual guests into regular</p>	14:00 PM – 14:30 PM	Macro Tech Trends Unfolding in the Tours & Activities Market	14:00 PM – 14:30 PM	Crowd Control Through Technology Solutions


	<p>customers. Join us to take a look under the hood of effective online sales and get a free hotel website audit.</p> <p>Confirmed speaker from Travelline</p> 				
14:30 PM – 15:00 PM	<p>Creative Revenue Management: New Ways of Selling F&B</p> <p>The F&B industry is highly competitive, and customers have no lack of choices when it comes to dining options. Businesses thus must get creative with their offerings and promotions. Join us, as we learn about new ways of selling F&B.</p> <p>Confirmed speaker from Oracle Hospitality</p>	14:30 PM – 15:00 PM	<p>The Rise of Super Apps</p> <p>Travel models have always evolved but the pandemic has accelerated some existing trends and also created new opportunities.</p> <p>Superapps like Go-Jek, Grab, Meituan, WeChat, Line, and Air Asia along with the leading consumer marketplaces like Tokopedia, Shopee, Blibli are becoming important travel distribution channels for all travel brands looking to capture the growth across Asia. Brett and Kei will discuss their experiences during the pandemic and the early recovery and what to expect moving forward from Superapps and Marketplaces in the travel space.</p> <p>SPEAKERS:</p> <ul style="list-style-type: none"> Confirmed speaker from MG Group Confirmed speaker from Venture Republic – TRAVEL jp & Trip 101 	14:30 PM – 15:00 PM	The Role of Digital Platforms / Digital Transformation in Promoting Tourism
15:00 PM – 15:30 PM	<p>A Smarter and Greener Global Tourism Industry: The Big Long-Term Game for Travel Tech</p> <p>The travel industry is facing challenges with how to effectively use the technology and resources available to accelerate “green” travel retailing so that companies can reduce their carbon footprints and make it easier for people to travel sustainably. Join this session to hear how we, as an industry, must use technology and work together to INFORM, INTEGRATE and NEUTRALIZE in order to make smarter, eco-friendly travel a standard for our industry and future travel experiences.</p> <p>Confirmed speaker from Travelport</p>	15:00 PM – 15:30 PM	<p>The Future of Mobility</p> <p>This session shines a spotlight on the next generation of travel technologies that will redefine the way we travel in the cities, on the streets and through the skies. This is where we push the boundaries, identify the game-changers and get ready for the future of mobility.</p> <p>Confirmed speaker from Cleartrip</p>	15:00 PM – 15:30 PM	Towards Successful Forecasts and Reliable Pricing: Diving Deep into Revenue Management and Technology
15:30 PM – 16:00 PM	Understanding Changes in Guests' Booking Behaviour	15:30 PM – 16:00 PM	<p>Elevating the Hybrid Experiences</p> <p>COVID -19 has changed the ways we experience spaces and places. Even as travel resumes, it has shown that hybrid experiences that include physical, digital, and virtual elements have provided the most engaging visitor experience overall. Join us as we discuss how business</p>	15:30 PM – 16:00 PM	How Space Tourism Could Advance Tech Innovations





			<p>can embrace the digital world and delight the post COVID-19 traveller.</p> <p>Confirmed speaker from MyRealTrip</p>		
16:00 PM – 16:30 PM	<p>A Fresh Look at Hotel Distribution Strategies</p> <p>Even major hotel groups must take a fresh look at their distribution strategies. In today's fluid environment, what has worked before may no longer be the most effective way to generate revenue and profits.</p> <ul style="list-style-type: none"> • What are the weaknesses in hotel distribution that the pandemic has exposed? What still needs to be fixed? • Optimising distribution: Optimising everything? • Metasearch and finding direct revenues for your hotels • The BIG ideas <p>Confirmed speaker from Shangri-La Group</p>	16:00 PM – 16:30 PM	<p>The Digital Transition: Mitigating the Impact of COVID-19 on Tours & Activities and Rebuilding Competitiveness</p> <p>As the world starts to slowly pivot from COVID-19 crisis management to recovery and reopening of international borders, the Tours & Activities industry will need to take stock and plan for the recovery ahead. Join us, as we discuss the strategies that the tour operators and related partners can take to mitigate the impact of COVID-19 and rebuild their competitiveness.</p> <p>SPEAKERS:</p> <ul style="list-style-type: none"> • Confirmed speaker from Europamundo • Confirmed speaker from Europamundo Vacaciones 	16:00 PM – 16:30 PM	Understanding Cryptourism


mice

SHOW ASIA

DAY ONE – 19 OCTOBER 2022		DAY TWO – 20 OCTOBER 2022		DAY THREE – 21 OCTOBER 2022	
10:00 AM – 10:30 AM	MICE Global Trends 2022 is of work-in-progress as we head towards recovery and rebound. We have seen an increase in global vaccination rates, the reopening of borders and the reconnection in the MICE Industry. With the gradual resumption of travel and economic activities, this session will see a discussion on what trends we can expect to see for the MICE industry in APAC and globally, for 2023 and beyond. Confirmed speaker from International Congress and Convention Association (ICCA)	10:00 AM – 10:30 AM	[Sponsored] Recovery & Renewal: Towards a Faster Return to In-Person Confirmed speaker from Abbott Rapid Diagnostics 	10:00 AM – 11:00 AM	Fireside Chat: The road to net zero – A combined approach to travel & meetings, with sustainability at its core As the pandemic brought corporate travel and in-person meetings and events (M&E) to a near standstill, it prompted businesses to take a closer look at the environmental impact of having their employees jet-setting around the globe. Over the past couple of years, many companies have made bold commitments to shrink their carbon footprint by reducing emissions across their operations and supply chain. Now, with business trips and corporate gatherings rebounding strongly, organisations are recognising that meeting these commitments will require significant changes in how they manage their employee travel and M&E programs. In this session, we will discuss: <ul style="list-style-type: none"> • Why companies should take a combined approach to managing business travel and meetings and events • How corporate travel and M&E programs can balance sustainability objectives with other priorities such as cost management and traveler/attendee wellbeing • The importance of empowering employees to make sustainable choices • Best practices in setting sustainability targets and measuring success SPEAKERS: <ul style="list-style-type: none"> • CWT Meetings & Events • CWT
10:30 AM – 11:00 AM	Emerging Trends Shaping the Future of Event Confirmed speaker from George P Johnson	10:30 AM – 11:00 AM	Creating Engaging Event Experiences, No Matter the Format Confirmed speaker from MEP Meeting & Exhibition Planners Sdn Bhd		

11:00 AM – 12:00PM	<p>CVB's Panel: How Large-scale Meetings, Conventions, and Live Events Are Surging Anew</p> <p>What does the future hold for an in-person event, especially after a global pandemic? How can large-scale conventions and meetings comeback while maintaining its competitiveness in this uncertain period? Dive into this session with the CVBs as we explore what it takes to be future ready and how the industry has rebounded to take the MICE industry forward.</p> <p>MODERATOR: Associated Press</p> <p>PANELLISTS:</p> <ul style="list-style-type: none"> • Malaysia Convention & Exhibition Bureau (MyCEB) • Business Events Perth • NYC & Company • Sapporo Convention Bureau • Thailand Convention and Exhibition Bureau 	11:00 AM – 12:00 PM	<p>Panel: Rebuilding Global Meetings and Events for a New Era</p> <p>While we are all eager to get back to pre-2020 activity levels, we have come to realise that MICE recovery may not be a straight line and may require a different approach from what we have done in the past.</p> <p>As we look to 2023, we expect the industry's resilience and innovations. Join us in this panel as we explore the necessary perspectives, technical skills, and big ideas to lead MICE forward in APAC and globally.</p> <p>PANELLISTS:</p> <ul style="list-style-type: none"> • BCD Meetings & Events • K.I.T. Group • Event Travel Management (ETM) • Egencia • Business Events Sarawak • <i>More to be announced</i> 	11:00 AM – 12:00 PM	<p>MICE Leaders' Panel: Return to a World Transformed: Revitalising MICE for a New Era</p> <p>From a global perspective, we are optimistic and anticipate that, in the very near future, most meetings and events will return well back to the in-person format worldwide. Yet that doesn't take away the challenges that the entire industry is facing. Over the past two years, MICE leaders and professionals have been coping with a new range of situations – from the global pandemic itself to the economic recession, the changing travellers' sentiments, and the explosive growth of meetings technologies and innovations.</p> <p>This panel discussion is where we – as people, professionals, buyers and sellers of travel and meetings services – explore how different players in the MICE ecosystem can work together to deliver a better bottom line and future for the industry.</p> <p>MODERATOR: Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)</p> <p>PANELLISTS:</p> <ul style="list-style-type: none"> • Marina Bay Sands • International Conference Services (ICS) • International Congress and Convention Association (ICCA) • Penang Convention & Exhibition Bureau • Tourism Promotions Board Philippines
12:00 PM – 13:00 PM	<p>5 Things you absolutely need to know about the future of Incentive Travel in a post pandemic world</p> <p>With travel off limits for almost two years, the pandemic provided the corporate world with a new appreciation of the benefits of incentive travel, not just for its clear and proven contribution to the bottom line (ROI), but for its massive, irreplaceable impact on company culture, morale and esprit de corps.</p> <p>Incentive Travel is now back with a bang, companies are embracing it with ever greater enthusiasm, but some fundamentals have changed.</p> <p>Join Rajeev Kohli, Owner of Creative Travel, former president of SITE, and recent inductee into the Events Industry Council's Hall of Fame for a pacey, high energy scroll through the 5 things you absolutely need to now know about the future of Incentive Travel. Rajeev's presentation will draw on recent research published by SITE Foundation and others.</p>	12:00 PM – 12:30 PM	<p>Back to Basics – Effective Venue Sourcing during an Endemic</p> <p>Venue sourcing during an endemic certainly has its challenges, but it doesn't mean we need to reinvent the wheel. What it does mean is that we need to do the basics really well. Focusing on clear and effective communication and utilising the tools that are available to us are important in developing effective RFP's and obtaining valuable and concise proposals. Partnerships and relationships become even more important. Working together with venues to convert more business opportunities is the ultimate aim.</p> <p>Confirmed speaker from HelmsBriscoe</p>	12:00 PM – 12:30 PM	<p>B2B Experiential Marketing: Cutting through the Noise</p> <p>Confirmed speaker from MOI Global</p>
		12:30 PM – 13:00 PM	<p>Emerging Focus on Sustainability and Wellness for MICE Travel</p> <p>The great return to in-person meetings and events worldwide is taking place against a background of growing corporate focus on environmental, social and</p>	12:30 PM – 13:30 PM	<p>Session RESERVED for IAPCO</p> <p></p>

	Confirmed speaker from SITE 		governance (ESG) goals. Organisations are increasingly concerned about how their business activities impact the wider world, with sustainability at the forefront. Health and wellness are also emerging as major components of ESG criteria, influencing travel decisions. Get a peek into key Singapore conversations between meeting stakeholders and the destination to find out how that will shape the future of the meetings business in Singapore. Confirmed speaker from Singapore Tourism Board (STB)		
13:00 PM – 14:00 PM	Meetings Outlook: Future Predictions for the Business of Meetings Given the reality of the current pandemic, meeting professionals are finding it nearly impossible to make decisions related to the business of events. What will the conditions look like in the next year? What will the new reality look like? And how are other meeting professionals overcoming current obstacles to grow business? Much is uncertain, but current projections can help. Learner Outcomes: <ul style="list-style-type: none"> Review the forecast for events in the coming year, including a budget, attendance, and business conditions. Deep dive into trends that matter and discuss the next steps with your peers. Learn how these trends affect you and the future of your meetings.  Confirmed speaker from Meeting Professionals International	13:00 PM – 14:00 PM	Extraordinarily Inclusive: Events that Embrace Everyone From age, race and gender to religion, language and experience, our meetings welcome a strikingly diverse audience of individuals from increasingly diverse backgrounds. How can we as meeting professionals create events that offer welcoming experiences to all of our participants? Discuss the different ways people differ from each other, discover next practices in welcoming diverse audiences and creating inclusive experiences and brainstorm ways we can be more hospitable to the individuals we host. Learner Outcomes: <ul style="list-style-type: none"> Review all of the ways our audience members can differ from one another. Learn creative ways meeting professionals are finding to be more inclusive. Leave with methods you can use tomorrow to make your meetings more welcoming.  Confirmed speaker from Meeting Professionals International	13:30 PM – 14:00 PM	Corporate Travel 4.0: From checking behind you to seeing ahead Analysing past trends to make decisions on the future is an essential part of doing business; but how do you react when 2 years of stagnated travel and growing environmental concerns throw the rulebook upside down and make historic data an ineffective yardstick? Join FCM's Managing Director of Asia Bertrand Sallet as he shows us how corporates can take advantage of predictive industry trends to navigate a clear course in the ever-changing landscape of corporate travel and emissions reduction Confirmed speaker from FCM Travel
14:00 PM – 15:00 PM	Venue Providers' Talks: The New Exhibition/Convention/ Meeting Space Traditional in-person meetings were paused in 2020, but innovation flourished out of necessity. Now is the time for venue providers to use those lessons developed over the past years to rebuild MICE even stronger. Join us in this series of talks on how venue providers are building a safe, secure, and thoughtful meeting space and experience for planners and suppliers.	14:00 PM – 15:00 PM	Session RESERVED for Conference Partner  IAEE International Association of Exhibitions and Events® Confirmed speaker from IAEE - International Association of Exhibitions and Events	14:00 PM – 14:30 PM	New Normal: New Requirements, New Contracts, New Relationships Good incentive is about having the PLAN. Excellent incentive is about having PLAN B. What to do if you already know that “plan A” may go wrong, “plan B” may be jeopardised with just one administrative rule, and building alternative scenarios makes no sense, because there are no predictable scenarios in the world around? We hear about “New normal” everywhere. But what does it mean for MICE? How to bring win-win principle to live with new quality behind? How to make dreams come true when the world seems to kill them? In this

	<p>Talk 1: Hotels Confirmed speaker from Dusit International</p> <p>Talk 2: Convention Centres Confirmed speaker from Suntec Singapore Convention & Exhibition Centre</p> <p>Talk 3:</p>				<p>session Agnieszka will share how she approaches “New Normal” and how she manages incentives in the BANI environment of today.</p> <p>Confirmed speaker from Prudential Polska</p>
				14:30 PM – 15:00 PM	<p>New Era of Corporate Travel: How TMCs & Tech Companies Are Joining Forces</p> <p>Combining his former experience as a travel procurement manager, GM of TMC and MD of a GDS, Andy Michaels Lim will share his perspective on what travel managers want from their TMCs and what TMCs require from their GDS/technology partners. Beginning with a list of wants from travellers and travel managers, versus what is available and from whom. Is it a need or a want and who is paying for it? Andy then looks at the various technologies behind the solutions and how it adds to the IT stack of the TMC. Given the fast pace of technology and its advancements, how TMCs and Tech companies are working more closely to provide a seamless, integrated experience for the travel managers and ultimately, the corporate traveller.</p> <p>Confirmed speaker from Amadeus</p>
15:00 PM – 15:30PM	<p>The Value of Corporate Travel</p> <p>Corporate travel is continually evolving as each region recovers at a different maturity. We will explore the challenges and opportunities for corporate travellers, how to navigate the new travel environment and what lessons and new practices we can take to manage a best-in-class corporate travel programme.</p> <p>Confirmed speaker from Corporate Travel Management (CTM)</p>	15:00 PM – 16:00 PM	<p>Buyers Meet TMCs Panel: The State of Corporate Travel 2023</p> <p>Join us in this panel discussion that gathers corporate travel managers, meetings and event executives, travel management companies (TMCs) and leading business travel thought leaders on how the industry is evolving.</p> <ul style="list-style-type: none"> • The corporate travel trends that might continue into 2023 and beyond • Corporate travellers’ shifting sentiments and the evolving roles of travel managers • Real-world digital transformation strategies implemented by companies in corporate travel • When you think about the future of corporate travel, what do you see? <p>PANELLISTS:</p> <ul style="list-style-type: none"> • AMEX GBT • Ernst & Young (EY) • Novartis • <i>More to be announced</i> 	15:00 PM – 16:00 PM	<p>Living in a Virtual Payment World</p> <p>Confirmed speaker from Corporate Information Travel (CIT)</p>
15:30 PM – 16:30 PM	<p>Session RESERVED for Conference Partner</p> <p> IAEE International Association of Exhibitions and Events® Exhibitions and Events Mean Business</p> <p>Confirmed speaker from IAEE - International Association of Exhibitions and Events</p>			15:30 PM – 16:00 PM	<p>A Recruiter’s Perspective: Understanding the Events Landscape in New Normal</p> <p>Confirmed speaker from We Are Aspire</p>
		16:00 PM – 16:30 PM	<p>Digital Nomads – A New Type of Corporate Travellers</p> <p>Confirmed speaker from HRS Group</p>	16:00 PM – 16:30 PM	<p>Tackling Digital Fatigue: How to Keep Virtual and In-Person Attendees Engaged</p>

16:30 PM – 17:00 PM	<p>How Data and Workplace Policies Are Evolving and Their Impacts on Corporate Travel and Meetings Industry</p> <p>Since the onset of the pandemic, the way people work has changed dramatically. Workplace policies and the usage of data are evolving, and this have changed the way organisations and employees engage with each other. Join us in this session as we uncover the transitions in workplace and how this will impact the corporate travel and meetings industry.</p> <p>Confirmed speaker from UNIGLOBE Travel International</p>	16:30 PM – 17:00 PM	<p>Sustainable MICE Practices</p> <p>Confirmed speaker from Japan National Tourism Organization</p>	16:30 PM – 17:00 PM	Leveraging AI and Automation for Hotel Procurement
---------------------	--	---------------------	---	---------------------	---