

**MICE Show Asia 2019**  
**16-18 October 2019**

**PRESS RELEASE**

**Inaugural MICE Show Asia 2019 Conference to focus on "Winning the Hearts of MICE Buyers"**

- *The inaugural MICE Show Asia conference aims to redefine industry practices and identify new trends that will shape the future of MICE events*
- *Speakers from across the industry set to share expertise on topics ranging from tech, marketing and MICE developments*
- *More than 30 speakers will discuss 10 different themes*

**Singapore, 14 August 2019** – The inaugural MICE Show Asia, taking place alongside ITB Asia 2019 in Singapore between 16 - 18 October, will have as its theme 'Winning the Hearts of MICE Buyers.' Across three days, more than 30 speakers from Convention and Visitor Bureaus (CVB), MICE buyer organisations, MICE tech companies and start-ups, will discuss topics ranging from events organisation and management, technological applications to trends forecasting and challenging conventional practices.

"The mission of MICE Show Asia 2019 is to provide industry suppliers with the insights and strategies to meet ever-evolving buyers' needs. As the MICE scene continues to grow, there has never been a greater need to bring together industry professionals from across varied disciplines to share their knowledge and perspectives. Our conference sessions are designed to get attendees to rethink how they understand the industry, and gain the ability to set themselves apart," said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of MICE Show Asia.

**MICE Show Asia 2019 to spotlight on fresh approaches to capture MICE buyers**

As a highly competitive industry, the long-term success of MICE players remains contingent on their ability to understand and anticipate their customers' needs. To explore this notion, MICE Show Asia 2019's featured panel discussion will see industry experts challenge and provide new perspectives on archetypal approaches to the MICE buyer-seller paradigm. Aptly titled, 'Unconventional thinking: Winning the hearts of MICE buyers,' the panel will include top management leaders from Chiba Convention Bureau, Elias Events, Mix – Asia's Creative Meetings Magazine, Thailand Convention & Exhibition Bureau (TCEB) and The Project Office of the Moscow City Tourism Committee.

In addition to the panel, attendees will hear from buyer organisations, leading industry players and fast-growing MICE tech companies such as American Express Meetings & Events, Aventri, Cvent, Meetingbox bie Succervo GmbH and PouchNATION. With discussions focusing on MICE tech, improving audience engagement and trends forecasting, attendees will gain fresh perspectives about managing events, including catering to different personality types, reducing audience attrition, and responding to shifting industry trends.

Kaori Pereyra-Lago, Regional Lead, APAC, Global Business Development & Strategy, American Express Meetings & Events, explains, "During the American Express Meetings & Events session, I will share key trends shaping the meetings and events industry for the coming year. The session will highlight the overall industry outlook on the ability to create compelling and engaging meetings, including technology enhancements, event design priorities, and maximizing budgets. I will explore the implications and recommended actions for meeting professionals to make the most of these trends and am excited to be sharing this insight at MICE Show Asia."



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**Press contacts:**

**MICE Show Asia 2019 PR Contact**

Seah Ling Hui /  
Michelle Lai /  
Josephine Wang  
Klareco  
Communications  
Singapore  
Phone: (+65) 6333  
3449

List:  
[ITBAsia@klareco.com.sg](mailto:ITBAsia@klareco.com.sg)

## **Diverse conference programme showcasing new trends and opportunities shaping the industry**

MICE Show Asia 2019 will feature a diverse programme of key presentations and discussions touching on ground-breaking developments and opportunities that are shaping the industry such as sustainability and the role of social media for event marketing. The show will see top buyers' partners and MICE industry players, such as Advantage Meetings & Events, BestCities Global Alliance, HelmsBriscoe and K.I.T. Group GmbH, come together to speak and share their expertise.

**For additional details**

<http://www.miceshowasia.com/>

**For enquiries**

[enquiry@MICEshowasia.com](mailto:enquiry@MICEshowasia.com)

"I am honoured to be invited to speak at the opening session of the inaugural MICE Show Asia. I look forward to exchanging views on the challenges facing the MICE industry, look at the partnerships we can harness and how we can all work together to create more unforgettable moments and experiences for our clients," Cecilia Tee, Managing Director, HelmsBriscoe, shares. She will be giving her insights on how event planners of today can be informed, nimble and tough to overcome the difficulties of the industry.

Exemplifying the conference theme of winning the hearts of MICE buyers, MICE Show Asia 2019 will also include a keynote session on the power of collective intelligence. Breaking out from traditional silo-thinking, the session will demonstrate the value of collaborative and 'community' approaches to navigate the complex promotion and business development landscape.

## **Rethinking audience engagement through personalisation**

Start-ups and CVBs are also scheduled to introduce revolutionary approaches of adding value to event experiences. CVBs will discuss methods of better managing events to cater for the audience, including multilingual content and virtual events. Start-ups and new players will share their expertise on how the running of MICE events is being shaken up. Highlights will include new developments in events space, indoor mapping and working with Smart Data.

## **Sharing the stage with ITB Asia 2019**

MICE Show Asia will share the Sands Expo and Convention Centre at the Marina Bay Sands Singapore with ITB Asia 2019. Attendees will have full access to both events. ITB Asia 2019's major themes include corporate travel, travel and tech, destination marketing and Muslim travel, and will feature keynote discussions led by over 260 speakers across more than 100 sessions.

For more information on MICE Show Asia 2019, visit [www.miceshowasia.com](http://www.miceshowasia.com).

## **About MICE Show Asia 2019**

MICE Show Asia 2019 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 16-18 October 2019. MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual three-day business-to-business trade show and convention will feature industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority.

The show is co-located with ITB Asia 2019, now in its twelfth year. Last year's edition saw huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

## **Information About the Data Protection Law**

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de). The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties. You may remove your email address from the press mailing list at any time.