









Correct as at 15 September 2018

LEGEND	
 IT&CMA / CTW Asia-Pacific Exhibitor	 IT&CMA Buyer (MICE and Luxury Travel)
 IT&CMA Buyer (Association)	 Media
 CTW Asia-Pacific Corporate Travel Manager	 CTW Asia-Pacific Conference Delegate
 Speaker	 Trade Visitor

16 September 2018, Sunday		
1200 – 2100	Booth Set Up (Official Contractor only) <i>Exhibition Hall, Level 22, BCC</i>	
17 September 2018, Monday		
0900 – 2100	Booth Set Up (Including Special Design) <i>Exhibition Hall, Level 22, BCC</i>	
1000 – 1730	Registration For Exhibitors, Buyers, Corporate Travel Managers, Speakers & Media <i>Registration Counters, Level 22, BCC</i>	      
1130 – 2000	IT&CMA and CTW Asia-Pacific 2018 Friendly Golf Game <i>Krung Kavee Golf Course</i>	Invited Delegates
1230 – 1730	Pre-Show City Tours	   
18 September 2018, Tuesday		
0800 – 1730	Registration For Exhibitors, Buyers, Corporate Travel Managers, Speakers & Media <i>Registration Counters, Level 22, BCC</i>	      
0800 – 0930	ICCA-TTG Passionate Breakfast @ IT&CMA Graceful Powers The roles women play in the business events industry have come a long way, and now female leaders are at the forefront of meetings and events management, making up a large part of the workforce. But there is still much the industry can do to encourage gender diversity at the leadership level – a move that brings proven commercial benefit and improved work-life balance for all. This inaugural breakfast event, brought to you by ICCA in partnership with TTGmice, bears the theme, “Graceful Powers”. It seeks to celebrate the role of women in the industry through personal stories shared by incredible female achievers in our midst. Each storyteller will reveal how they have navigated through their career development and eventual leadership role. And the collective story will be of perseverance and strength. PRESENTER Karen Yue , Group Editor, TTG Travel Trade Publishing Suprabha Moleeratanond , ICCA Honorary Member Panga Vathanakul , Managing Director, Royal Cliff Hotels Group Jane Vong Holmes , Senior Manager – Asia, GainingEdge Mona Manap , Founder & CEO, Place Borneo <i>World Ballroom C, Level 23, BCC</i>	      
0900 – 0930	Breakfast Reception for Asian MICE Cruise Conference <i>Pre-function Area outside World Ballroom, Level 23, BCC</i>	      
0900 – 1730	IMEX-MPI-MCI-IT&CMA Future Leaders Forum 2018 <i>Lotus Suite 3 & 4, Level 22, BCC</i>	Invited Delegates
0930 – 0940	Asian MICE Cruise Conference Welcome Remarks PRESENTER Darren Ng , Managing Director of TTG Asia Media <i>World Ballroom A&B, Level 23, BCC</i>	      

0940 – 1040	<p>Asian MICE Cruise Conference Cruise CEO Panel Hear from a panel of global cruise CEOs why Asia is the next cruise playground, what their strategies and plans are for the region, what their hopes are for MICE cruise development in the region</p> <p>MODERATOR Karen Yue, Group Editor, TTG Travel Trade Publishing</p> <p>PANELISTS Michael Goh, Senior Vice President – International Sales, Genting Cruise Lines Angie Stephen, Managing Director, Asia Pacific, Royal Caribbean Cruises Ltd. Steve Bloss, Co-Founder and President, Worldwide Cruise Associates</p> <p><i>World Ballroom A&B, Level 23, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1040 – 1100	<p>Networking Coffee Break for Asian MICE Cruise Conference</p> <p><i>Pre-function Area outside World Ballroom, Level 23, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1100 – 1200	<p>Asian MICE Cruise Conference MICE Onboard 1: Making The Case For MICE Cruises Our panel of cruise experts who have a wealth of organising MICE events onboard will debunk the myths and doubts about holding events on board</p> <p>MODERATOR Karen Yue, Group Editor, TTG Travel Trade Publishing</p> <p>PANELISTS Michael Goh, Senior Vice President – International Sales, Genting Cruise Lines Freddy Muller, Vice President, Corporate & Incentive Sales, Silversea Cruises Farriek Tawfik, Southeast Asia Director, Princess Cruises</p> <p><i>World Ballroom A&B, Level 23, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1200 – 1230	<p>Asian MICE Cruise Conference MICE Onboard 2: Designing Conference At Sea Supported by College of Maritime Studies and Management, Chiangmai University</p> <p>Learn the trade secrets of designing a successful MICE day onboard a cruise ship. Find out what the benefits are to planners & guests, gain an insight on challenges & how to overcome them, and gain insider tips to creating memorable guest experiences.</p> <p>PRESENTER Svend Dalgaard, Conference Cruise Designer, #CruiserByHeart – Conferences at Sea</p> <p><i>World Ballroom A&B, Level 23, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1230 – 1400	<p>Networking Lunch for Asian MICE Cruise Conference</p> <p><i>Networking Lunch Area, Outside Exhibition Hall, Level 22, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1230 – 1400	<p>Networking Hosted Lunch by Princess Cruises</p> <p><i>Lotus Suite 5, Level 22, BCC</i></p>	<p>(For Invited Buyers Only)</p>

1400 – 1500	Official Press Conference <i>Lotus Suite 11, Level 22, BCC</i>	■
1500 – 1530	Pre-Opening Refreshment <i>Pre-Function Area Outside World Ballroom, Level 23, BCC</i>	□ ★ ★ ■ ◆ ▲ ○
1530 – 1600	Briefing for Exhibitor & Buyers <i>World Ballroom A&B, Level 23, BCC</i>	□ ★ ★
1600 – 1610	Opening & Welcome Remarks Darren Ng , Managing Director, TTG Asia Media <i>World Ballroom A&B, Level 23, BCC</i>	□ ★ ★ ■ ◆ ▲ ○
1610 – 1710	Keynote Address Transforming Your Audience Engagement The traditional methods of event marketing in the MICE industry is undergoing a transformation, moving away from a linear speaker-delegate approach towards a more experiential experience that uses new tools and engagement models to encourage more personal and community participation. The speaker and panel looks at what makes an experiential event effective and successful? They will also discuss how the industry can leverage opportunities to build greater brand sustainability and get higher ROI, and how MICE planners can work with marketers and influencers from multi disciplines to improve the way they engage with audiences. KEYNOTE PRESENTER & PANELIST Martin Nydegger , CEO, Switzerland Tourism MODERATOR Oscar Cerezales , COO, MCI Asia-Pacific PANELISTS Nichapa Yoswee , Senior Vice President – Business, Thailand Convention & Exhibition Bureau (TCEB) Daniel Chua , Vice President – Meetings & Incentives, Singapore Associations of Conventions and Exhibition Organisers (SACEOS) <i>World Ballroom A&B, Level 23, BCC</i>	□ ★ ★ ■ ◆ ▲ ○
1710 – 1800	Sundowner – Where Buyers Meet Sellers Refreshing beer and finger food awaits all buyers and sellers. <i>Networking Lunch Area, Outside Exhibition Hall, Level 22, BCC</i>	□ ★ ★ ■ ◆ ▲ ○
1800 – 2200	Opening Ceremony & Welcome Reception Thailand Limited Hosted by Thailand Convention & Exhibition Bureau (Dress code: Colourful) <i>GMM Live House @ Central World, 8th floor</i>	□ ★ ★ ■ ◆ ▲ ○
19 September 2018, Wednesday		
0900 – 1800	Registration for Trade Visitors <i>Registration Counters, Level 22, BCC</i>	●
0900 – 1800	IT&CMA Exhibition and Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i>	APPOINTMENTS □ ★ EXHIBITION ★ ■ ◆ ▲ ○ ●
0900 – 1230	IMEX-MPI-MCI-IT&CMA Future Leaders Forum 2018 <i>Lotus Suites 3 & 4, Level 22, BCC</i>	Invited Delegates
0930 – 1030	Media Briefing 1 By Thailand Convention & Exhibition Bureau (TCEB) <i>Lotus Suite 11, Level 22, BCC</i>	■

0930 – 1030	<p>Association Day - Forum 1 Meetings Legacy: More Than Bed Nights Hosted by  GainingEdge</p> <p>Associations can leave more than footprints at the conclusion of their meetings – they can start the wheels churning and broaden the scope from bed nights to long term impacts for their host destinations. Traditionally, meetings and conventions are measured by the number of delegates, room nights and direct expenditure. However, today we believe that the legacy from hosting these events are far more valuable.</p> <p>MODERATOR Jane Vong Holmes, Senior Manager – Asia, GainingEdge</p> <p>PANELISTS Richard Holmes, Director, International Bureau For Epilepsy Dr Ishwar Gilada, President, AIDs Society of India Noor Ahmad Hamid, Regional Director (Asia Pacific), International Congress and Convention Association (ICCA) Dr Jof Calstas, Secretary-General, International Institute of Journalism and Culture, Switzerland</p> <p><i>Lotus Suite 5, Level 22, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
1030 – 1200	<p>Thai Press Conference <i>(For Local Thai Media Only)</i> <i>Lotus Suite 11, Level 22, BCC</i></p>	<input checked="" type="checkbox"/>
1045 – 1115	<p>Media Briefing 2 By Ministry of Tourism, Republic of Indonesia <i>Media Zone, Level 22, BCC</i></p>	<input checked="" type="checkbox"/>
1100 – 1200	<p>Association Day - Forum 2 A Hot Debate: Why do you need a PCO when you can organise your own conference!! Hosted by  ICCA Member and  World PCO Alliance</p> <p>When it comes to organising events, associations have to consider whether the conference should be organised in-house, using a company’s own staff resources and expertise, or outsourced to a professional conference organiser (PCO). For the first time ever, the session will be conducted in a debate style format with two sides– PCO as proposer and Association as opposer. There is no such thing as right or wrong, but rather to find out what is the best alternative in ensuring the best conference and delegate experience.</p> <p>MODERATOR Noor Ahmad Hamid, Regional Director (Asia Pacific), International Congress and Convention Association (ICCA)</p> <p>PROPOSER Monimita Sarkar, Managing Director, KW Conferences Pvt. Ltd. Amos Wong, CEO, AOS Conventions & Events</p> <p>OPPOSER Octavio B. Peralta, Secretary General, Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) Iain Bitran, Executive Director, The International Society For Professional Innovation Management (ISPIM)</p> <p><i>Lotus Suite 5, Level 22, BCC</i></p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

1130 – 1200	Media Briefing 3 By Penang Convention & Exhibition Bureau (PCEB) <i>Media Zone,, Level 22, BCC</i>	■
1230 – 1345	Networking Hosted Luncheon <i>Buyers' Lounge, Outside Exhibition Hall, Level 22, BCC</i>	Invited Delegates
1230 – 1345	Networking Hosted Lunch by Japan by JTB <i>Lotus Suite 12, Level 22, BCC</i>	(For Invited Buyers Only)
1230 – 1345	Networking Hosted Lunch by Busan Tourism Organization <i>Lotus Suite 1, Level 22, BCC</i>	(For Invited Buyers Only)
1230 – 1345	Networking Hosted Lunch by Dubai Business Events <i>Lotus Suite 9, Level 22, BCC</i>	(For Invited Buyers Only)
1400 – 1430	Media Briefing 4 By IT&CM Events Development Update <i>Media Zone, Level 22, BCC</i>	■
1400 – 1500	Incentive Forum 1 Re-discovering The Link Between Motivation and Incentives What's your motivation to change? This session will equip participants with the "whys" of incentive travel: why incentive travel works as a vehicle for loyalty and engagement, and how it can be used as a tool to foster behaviour change. PRESENTER Hugo Slimbrouck , Director of Strategic Partnerships, Ovation Global DMC <i>Lotus Suite 5, Level 22, BCC</i>	□ ★ ★ ■ ○
1415 – 1435	Association Day – Destination Presentation By Taiwan Convention & Exhibition Association (TCEA) <i>Presentation Area, Exhibition Hall, Level 22, BCC</i>	□ ★ ★ ■ ○
1440 – 1500	Association Day – Destination Presentation By Thailand Convention & Exhibition Bureau (TCEB) <i>Presentation Area, Exhibition Hall, Level 22, BCC</i>	□ ★ ★ ■ ○
1445 – 1515	Media Briefing 5 By Philippines Tourism Promotions Board <i>Media Zone, Level 22, BCC</i>	■
1505 – 1525	Association Day – Destination Presentation By Malaysia Convention & Exhibition Bureau (MyCEB) <i>Presentation Area, Exhibition Hall, Level 22, BCC</i>	□ ★ ★ ■ ○
1530 – 1730	Association Day – Business Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i>	□ ★
1530 - 1630	Incentive Forum 2 Creative Ideas For Incentive Travel Running out of creative ideas for incentive travel experiences? Losing market share? This session looks at the latest propositions that will get the attention of incentive planners. From 'precinct' to 'experience concept' selling, this workshop is aimed at assisting the next generation sellers to stand out from their competitors, particularly sales executives from hotels and destination management companies. PRESENTER El Kwang , Founder and CEO, Untangled and Chairperson of SITE Global Conference Bangkok 2019 <i>Lotus Suite 5, Level 22, BCC</i>	□ ★ ★ ■ ○
1530 – 1730	CTW Asia-Pacific Business Appointment Sessions <i>CTW Asia-Pacific Pavilion, Exhibition Hall, Level 22, BCC</i>	□ ◆

1530 – 1600	Media Briefing 6 By Taiwan Convention & Exhibition Association (TCEA) <i>Media Zone, Level 22, BCC</i>	■
1615 – 1645	Media Briefing 7 By Hotel Reservation Service (HRS) <i>Media Zone, Level 22, BCC</i>	■
20 September 2018, Thursday		
0900 – 1100	CTW Asia- Pacific Business Appointment Sessions Exhibition Hall, Level 22, BCC	□ ◆
0900 – 1700	IT&CMA Exhibition and Appointment Sessions Exhibition Hall, Level 22, BCC	APPOINTMENTS □ ★ EXHIBITION ★ ■ ◆ ▲ ○ ●
0900 – 1700	Registration For Trade Visitors Registration Counter, Level 22, BCC	●
0930 – 1000	Media Briefing 8 <i>Media Zone, Level 22, BCC</i>	■
0930 – 1030	Association Day - Forum 3 GDPR: Crucial Steps in Building Trust and Value  Hosted by Society for Incentive Travel Excellence (SITE) This session looks at how GDPR is impacting the industry worldwide and examines ways associations to manage and share data. The speaker will highlight examples from Meetings and Incentives and discuss with the panel recommendations and best practices to stay compliant. MODERATOR Hugo Slimbrouck , Director of Strategic Partnerships, Ovation Global DMC PANELISTS Mona Manap , Founder & CEO, Place Borneo Shekhar Niyogi , Consultant Editor, M&IT India (CAT Media) Nicolette Hughes , Director, Product Strategy and Innovation, Association Funds of Australia <i>Lotus Suite 5, Level 22, BCC</i>	□ ★ ★ ■ ○
1015 – 1045	Media Briefing 9 By Japan Airlines & American Airlines <i>Media Zone, Level 22, BCC</i>	■
1100 – 1200	Association Day - Forum 4 New Business Models For Your Association  Hosted by International Association of Professional Congress Organisers (IAPCO) Associations are facing a new reality with gigantic opportunities but also relevant roadblocks. Business Model Innovation is probably the answer to all your challenges. Come and join us in this session where new membership models, research on best cases (associations), monetization of your community and assets plus community building will be analysed under a deep dive perspective. MODERATOR El Kwang , Founder and CEO, Untangled and Chairperson of SITE Global Conference Bangkok 2019 PANELISTS Dr Jof Calstas , Secretary-General, International Institute of Journalism and Culture, Switzerland Dr Jia Xiao Fang , President, China International Health & Medical Tourism	□ ★ ★ ■ ○

	<p>Association and Secretary General, Belt and Road Healthcare Industry Federation Wei-Tyng Tsai, Senior Event Manager and Digital Event Strategist, Freaks 4U Gaming GmbH</p> <p><i>Lotus Suite 5, Level 22, BCC</i></p>	
1100 – 1130	<p>Media Briefing 10 By Macao Trade and Investment Promotion Institute (IPIM) <i>Media Zone, Level 22, BCC</i></p>	■
1230 – 1345	<p>17th Sticky Awards Lunch & Travel Marketing Excellence 2018 <i>Networking Lunch Area, Outside Exhibition Hall, Level 22, BCC</i></p>	□ ★ ★ ■ ◆ ▲ ○
1230 – 1345	<p>Networking Hosted Lunch by Desaru Coast (For Invited Media Only) <i>Lotus Suite 12, Level 22, BCC</i></p>	■
1230 – 1345	<p>Networking Lunch by Marina Bay Sands For Association Buyers <i>Lotus Suite 11, Level 22, BCC</i></p>	★
1400 – 1500	<p>IT&CMA and CTW Asia Pacific - Media Feedback Session <i>Media Zone, Level 22, BCC</i></p>	■
1415 – 1515	<p>Experiential Marketing Forum 1 Embracing Digital Transformation for a Better Customer Experience Design</p> <p>PRESENTER Azhar Azib, Founder/Principal, Rawonion Decisions</p> <p><i>Lotus Suite 5, Level 22, BCC</i></p>	□ ★ ★ ■ ○
1415 - 1435	<p>Association Day – Destination Presentation By Japan by JTB <i>Presentation Area, Exhibition Hall, Level 22, BCC</i></p>	□ ★ ★ ■ ○
1505 – 1640	<p>Association Day – Business Appointment Sessions <i>Exhibition Hall, Level 22, BCC</i></p>	□ ★
1530 - 1630	<p>Experiential Marketing Forum 2 Setting a successful game plan to engage your audience By EventsAir</p> <p>In the age of the customer, offering unique and stimulating experiences starts from the very first interaction all the way through to post event. Find out how leading event organisers are using gamification to improve audience engagement and retention using clever event technology solutions.</p> <p>PRESENTER Joe Ciliberto, Global Director Sales and Marketing, EventsAir</p> <p><i>Lotus Suite 5, Level 22, BCC</i></p>	 □ ★ ★ ■ ○