

MEDIA RELEASE

IT&CMA and CTW 2013/ 05

International Association-Led Organisations Collaborate To Launch Inaugural Association Day at IT&CMA and CTW Asia-Pacific 2013

Singapore, 1 August 2013 – Four of the world's authority on Associations and Association Management are collaborating with TTG Events to debut IT&CMA and CTW Asia-Pacific's inaugural Association Day on 2 October 2013.

Catered for Association Executives, the Association Day will comprise of forums delivered by the four collaborators – Kenes Asia, International Congress & Convention Association (ICCA), Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE) – as well as business presentations by Convention Visitor Bureaus and networking sessions.

"We are acknowledging the importance of Associations in the MICE industry through this dedicated one-day programme for Association Executives. With the calibre of organisations leading this initiative, the Association Day at IT&CMA and CTW Asia-Pacific is probably the best platform for Association Professionals to learn management best practices, and consider destinations, products and services for their next international conference." said Darren Ng, Managing Director of TTG Asia Media – the company behind TTG Events, organisers of IT&CMA and CTW Asia-Pacific.

As the event's industry partner, Kenes Asia will be tapping on its 5 decades of experience in organising medical and scientific conferences globally, to champion the development and hosting of the day's forums. Kenes Asia views its involvement as a great opportunity to reach out to the Associations industry in the Asia-Pacific region. Marcel Ewals, Director for Asian Business Development remarked, "This is a great way to share the Kenes knowledge, which is a key driver of our mission statement. By bringing along a team of Kenes clients who can express their experience and best practices with the delegates, we can educate the fast evolving industry."

Long-time endorsing and supporting associations of IT&CMA and CTW Asia-Pacific – ICCA as well as AuSAE and CSAE – will each be fronting a session during the forum.

ICCA, that already organises an annual Database Workshop for its members as a partner event in conjunction with IT&CMA and CTW Asia-Pacific, is eager to take on a bigger role at the show through Association Day. "There is a lot of room for growth for the association sector in the Asia Pacific region. It is our fervent hope that we could share some of our best practices, as a global association with over 1,000 members in 88 countries with our fellow association colleagues in this region," shares Noor Ahmad Hamid, Regional Director Asia Pacific of ICCA.

AuSAE and CSAE – the duo behind the "Association Professional Competencies Briefing" certification course for Association Executives held at the show each year – are also looking forward to impart much coveted know-how about what Associations are looking for from industry suppliers in their Association Day forum session "*What Associations want from the Meetings and Events Industry*".

"Meetings and events industry players will learn two key takeaways: the inside story on just what their not-for-profit clients think of their meetings and events suppliers, and the latest updates on the health of meetings and events trade in the not-for-profit sector around the World. We believe that no PCO or provider to the meetings and events industry should miss this popular and valuable session!" said Simon

Pryor, FASE FAIM, Principal Professional Learning and Certification Advisor of Australasian Society of Association Executives (AuSAE), Australia.

Echoing similar sentiments is Michael Anderson, President and CEO of Canadian Society of Association Executives. "We are both delighted that we are able to be joined by Noor Ahmad Hamid, Regional Director Asia Pacific of ICCA for this session. It means that every participant will be able to takeaway news about the very latest in research about the not-for-profit sector and their meetings and events activity, but more importantly also be given the tools necessary to relate this information to their own role and business within the international meetings and events industry."

Underscoring the importance of Association Day is Nopparat Maythaveekulchai, President of Thailand Convention & Exhibition Bureau. "The inaugural Association Day will be an inspiring platform for local professional associations to share and learn new knowledge and practices with international experts, which contribute to efficient, effective and innovative association meetings. We aim to make Thailand a point of connection for the association and corporate sector, as well as all key stakeholders in the meetings industry."

For more information, please visit www.itcma.com and corporatetravelworld.com

About IT&CMA and CTW Asia-Pacific 2013

1 to 3 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates a valuable platform to do business, learn and network. Since 2012, the event has incorporated Luxury Travel in its ambit. 2013 will see the 21st and 16th instalment of IT&CMA and CTW Asia-Pacific respectively. Established in 1993, **IT&CMA** is the leading international MICE show centered in Asia, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers as well as regional and international buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include destinations, products, services and solutions relating to meetings, incentives, conventions and events. Launched in 1998, **CTW Asia-Pacific** is a conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region. Influencers, planners and decision-makers of Corporate Travel functions in their organisation attend the annual conference to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions. IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

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