

## MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2014/ 09

### **Expanded Association Days @ IT&CMA Draws Interest From Association Executives, Professionals, and Destinations CVBs**

---

*Bangkok, 1 October 2014* – IT&CMA's expanded Association programme now takes place over 2 days from 1 to 2 October. Collaborating with new partners MPI and World PCO Alliance amongst loyal and long-time supporters Australasian Society of Association Executives (AuSAE), Canadian Society of Association Executives (CSAE) and International Congress and Convention Association (ICCA).

Successfully drawing industry professionals and executives from across the region, the Association Days @ IT&CMA that commences today includes curated educational forums, destination presentations, business appointments, and networking sessions.

"Associations' professional development and community or customer engagement have transformed over the years. This tailored platform enables me to learn and integrate my new knowledge into our core operations which will definitely benefit my Association's sustainable growth and innovation," said Association participant Enrique I. Florencio, Certified Sustainability Assurance Practitioner, Knowledge Management/ Events Management of Association of Development Financing Institutions in Asia and the Pacific (ADFIAP).

Destinations leveraging on this platform to reach the Association sector include Macau, Taiwan, Thailand, and Switzerland. Being able to share in person the facilities, appeal factors and support available to Associations is a valuable aspect of the destination presentations at Association Days @ IT&CMA. Said first-time exhibitor and Association destination presenter Dominique Oi, MICE Manager Southeast Asia of Switzerland Tourism, "Switzerland has significant appeal as a venue for any Association event. We are excited about this opportunity to share the various cities that make excellent destination choices in terms of facilities, infrastructure, as well as pre- and post-event leisure activities."

Forum topics curated to provide attendees with an in-depth understanding of association management include, "From Asia to Europe: The Role of a PCO in Association Meetings", "Looking Further, Going Farther", "Learning from Success: Association Meetings in Thailand", "Adding Value with Sustainable Events" and feature knowledgeable speakers from various associations and corporates like Australasian Society of Association Executives (AuSAE), World PCO Alliance, MCI Group, and Ovation Global DMC.

Robin Lokerman, President of MCI Group, Asia-Pacific, one of the largest association management companies in the world shared, "As associations are seeing the increased need to go global in the search of new customers, one of this year's topics discussed in-depth about professionalising themselves, and then how they can start serving members outside of their traditional countries."

Per Ankaer, President of World PCO Alliance and Managing Director of ICS Denmark, who is also a speaker, noted, "Association Days @ IT&CMA is a fantastic opportunity for the industry to connect. By bringing together everyone from Associations to suppliers and PCOs like us, the event encourages mutually beneficial knowledge and business exchange."

Darren Ng, Managing Director of TTG Asia Media remarked, "The Associations segment is a key one for the MICE industry with CVBs and corporates eager to tap on the potential and demand. IT&CMA has seen considerable success with our comprehensive Association Days @ IT&CMA to deliver these much sought-after Association executives and professionals."

For more information, log on to [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

## About IT&CMA and CTW Asia-Pacific 2014

### 30 September to 2 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 an unparalleled platform to do business, learn and network.

Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking. IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The show has been incorporating Luxury Travel since 2012, and is part of the IT&CM Events series.

Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel and Entertainment (T&E) best practices among Asia-Pacific's corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition 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.

[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

## Media Contact

### Olivia Ng (Ms.)

Event Executive

Email: [olivia.ng@ttgasia.com](mailto:olivia.ng@ttgasia.com)

### Eileen Teo (Ms.)

Marketing Executive

Email: [eileen.teo@ttgasia.com](mailto:eileen.teo@ttgasia.com)

### Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

## TTG Events

A Business Group of TTG Asia Media

1 Science Park Road, #04-07, The Capricorn

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Website: [www.ttgasiamedia.com](http://www.ttgasiamedia.com)

Event URL: [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)