

MEDIA RELEASE

IT&CM Events 2014 / 03

IT&CM Events' Association Day Comes To Singapore

Following the success of 3 earlier instalments in 2014, including an expanded Association Days @ IT&CMA

Singapore, 23 October 2014 – IT&CM Events' educational programme on Association Management for Association professionals and executives will launch in Singapore on 2 December 2014. Organised in a first-ever collaboration with Suntec Singapore, the upcoming session is IT&CM Events' 4th instalment of its Association Day programme this year.

"As a top MICE destination, Singapore is a favourite location for association meetings and conventions. Suntec Singapore has a long track record of working closely with the associations sector and we are proud to partner with IT&CM Events to create a platform for knowledge sharing and to engage in a dynamic exchange of ideas. We look forward to hosting the community of association professionals at the Preferred Place to Meet," said Arun Madhok, CEO of Suntec Singapore Convention & Exhibition Centre.

Similar success at IT&CM China's and IT&CM India's Association Day in April and August this year had been applauded by Association Executives as they gave top marks to its knowledge platforms. Organisers have also assured that content will remain the priority in order to deliver a stellar educational programme that is relevant and pertinent to the Association attendees in Singapore.

Drawing on the recent Association Days @ IT&CMA in Bangkok from 1 to 2 October, Ooi Peng Ee, General Manager of TTG Events said: "Our past 3 Association Day programmes have told us that the impetus to learn from and network with association experts and their own peers has drawn Association executives across industries to our events. In particular, the most recent Association Days @ IT&CMA that featured an expanded 2-day programme garnered top scores from our attendees in terms of content, delivery, interaction and relevance to job. With the support of Suntec Singapore, as well as the right formula, we are confident of replicating the same success here in Singapore."

Remarked Ms. Paitara Chaochalard, Manager of Thai Association for the Study of the Liver, a satisfied local delegate at Association Days @ IT&CMA, "The educational topics included strong case studies that I can adopt when managing my association. The panellists were also experienced and provided really good insights." Ms. Margaret Lu, Membership Development Executive of ICCA agreed, saying, "The programme had enlightening sessions that were meaty with great content."

Speaker Simon Pryor, Principal Professional Learning and Certification Advisor of Australasian Society of Association Executives (AuSAE), who was both a moderator and panellist at Association Days @ IT&CMA in Bangkok added, "Global competition and the opening up of Asian economies through initiatives such as the ASEAN Regional Comprehensive Economic Partnership means that more than ever before, Asian countries need their professional, trade and industry associations to help drive social cohesion and economic growth through vital advocacy, leadership, standards and information services. So, as these associations develop in response to new demands, it becomes essential for knowledge and education support such as the Association Day programmes offered by IT&CM Events, to be available to board members and paid staff."

Venues and dates of IT&CM Events' Association Days series in 2015 include IT&CM China in Shanghai (15 April), IT&CM India in Delhi (19 August), and IT&CMA in Bangkok, Thailand (30 September and 1 October).

About IT&CM Events

Leading MICE Events In Asia-Pacific, China and India

This series of leading MICE events converge the World's business events players at 3 top industry destinations every year. IT&CMA (Bangkok, Thailand), IT&CM China (Shanghai) and IT&CM India (New Delhi) are at the centre of business events demand and activity in the Asia-Pacific, China and India markets respectively. Each of these Incentive Travel & Conventions, Meetings (IT&CM) events is dedicated to the business, education and networking agendas of its MICE delegates, encompassing Association, Luxury Travel and Corporate sectors.

The IT&CM Events series is founded and organised by TTG Events, a business group of TTG Asia Media.
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