

MEDIA RELEASE

IT&CMA 2015/ 01

Amari Watergate Bangkok Concludes Significant Deal With Buyer As A Result of IT&CMA Participation Last Year

Singapore, 21 May 2015 – IT&CMA 2014 exhibitor Amari Watergate Bangkok revealed that the hotel has concluded a sizeable conference earlier in March this year. The deal that represented a significant impact on the hotel's revenue was firmed with buyer Rakoposhi Tours Pakistan less than six months after their first negotiations at IT&CMA in October 2014.

The event, EFU Life Annual Conference, consisted of a 2 day programme inclusive of a gala dinner based around the 'Defy Gravity' theme for 350 delegates. It was led by EFU's senior management and attended by their agents.

David Barrett, Executive Director Events of Amari Watergate Bangkok shared how the hotel worked effectively in a tripartite arrangement with Rakoposhi Tours Pakistan and a Thai DMC, Asian Smile Corporation to deliver an outstanding experience for the delegates. Said Barrett, "From the moment delegates stepped into the hotel, we set the tone for the conference with EFU's custom branding covering the welcome arrival area, public areas in the hotel and meeting venues. We then further reinforced the conference's branding with custom-labelled water bottles, directional signage and menus, as well as daily broadcast of the EFU Conference TV in all delegate rooms," With conference schedules generally being packed, Barrett also ensured that the 350 delegates were able to enjoy breakfast and lunch at private restaurants within the convenience of the hotel itself.

No effort was spared to ensure that the entire programme was complete with a truly memorable gala dinner. Barrett revealed, "A staging and audio-visual production agency from Pakistan was flown into Bangkok to create the stage backdrop and handle the conference sound and light production, while 'Glitz & Glam' décor was provided by the hotel to create a dramatic room setting for the gala dinner. Bangkok's very own Elvis also made a surprise appearance and serenaded guests at the gala dinner after a contemporary dance performance from a local dance troupe. "

To ensure that EFU's senior management had an experience that was nothing short of stellar, Barrett went the extra mile of having all of them upgraded to the executive club floor for the entire 3-night duration.

Explaining the significance of this conference to the hotel, Barrett shared, "In addition to the conference and F&B component, this event also represented some 555 room nights over a 4-day period. Being able to secure this deal has made our attendance at IT&CMA very worthwhile."

He continued, "Our participation at IT&CMA 2014 gave us an excellent return on our investment. The quality of buyers at IT&CMA was top notch, making the show a great platform for us to do business and establish our brand awareness among the buyers. In addition, the excellent social programme allowed us to explore and discover business relationships with buyers beyond the one-on-one business appointments on the exhibition floor and during show times. We will certainly be exhibiting at IT&CMA again."

Ooi Peng Ee, General Manager of TTG Events remarked, “Success stories like Amari Watergate Bangkok’s are what IT&CMA is all about – proven business generation. Their experience validates the show’s ability to deliver buyers with real procurement power. We look forward to having more exhibitors showcasing their success stories with us, which also represents a good opportunity to highlight their unique capabilities in the entire business process from securing the deal, right up to delivering the experience.”

IT&CMA 2015 will be held from 29 September to 1 October 2015 at the Bangkok Convention Centre at CentralWorld. It is co-located with the CTW Asia-Pacific – The Leading Corporate Travel Management Conference For the Asia-Pacific. For more information, log on to www.itcma.com

About IT&CMA 2015

29 September to 1 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

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.

Co-located with CTW Asia-Pacific, IT&CMA is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and 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.

www.itcma.com

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