

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2015/ 01

IT&CMA and CTW Asia-Pacific Seeks “Stickiest Social Sharing” Winner

Exclusive content available on event mobile app guide to enhance delegate experience

Singapore, 13 August 2015 – IT&CMA and CTW Asia-Pacific 2015 has added a new title to its Sticky Awards honour-roll in search for the “Stickiest Social Sharing” delegate. Open to all registered event delegates, this initiative is aimed at encouraging attendees to share their show experience with peers through social media and via the mobile app in-guide sharing platforms.

“We have delegates who simply enjoy keeping their networks posted about interesting things they are involved in or have discovered. From the sights and sounds of Bangkok, the latest phrase of inspiration they have heard from one of our reputed speakers, to the destinations, products and services that have piqued their interest at the exhibition hall or networking function. The idea is to reward them for sharing and to encourage more delegates to join in the exchange,” said Darren Ng, Managing Director of TTG Asia Media.

Like the other Sticky Award titles, the “Stickiest Social Sharing” winner will be determined by votes from other delegates, as well as by the organisers who will consider both the content and frequency of posts that had left the biggest impression. Shares made in the lead-up to the event will also be considered. The winner will be announced during the “Sticky Awards” Networking Lunch on 1 October.

To facilitate winner selection, all posts must be identifiable with the delegate’s registered name and company name along with the relevant hashtags #itcma2015 and/or #ctwapac2015 on Twitter, Facebook or the mobile app in-guide photo gallery. Delegates are also required to log-into the mobile guide and check themselves in as an attendee to qualify for the award.

Meanwhile, IT&CMA and CTW Asia-Pacific’s mobile app guide, powered by Guidebook, will be accessible only by registered delegates, as it contains exclusive event content. This includes the essential Show Directory that features the full list of exhibitors and their profiles (this will replace hard copies), delegate listings, alerts to keep delegates updated of latest developments, personalisable programme schedules, and interactive floorplans of the exhibition hall and conference areas amongst others.

Delegates will also have access to the mobile guide’s connect function that allows them to see who else is attending the event, and exchange contact information virtually. “The Connect feature comes in handy given the number of delegates attending the event, and the inability to meet everyone face-to-face during the 3-days. Checking into the guide allows them to connect with other delegates via their smartphone or tablet.” says Alex Goldberg, Senior Marketing Manager of Guidebook. Organisers will unlock mobile guide functions and update content in the lead-up to the show.

IT&CMA and CTW Asia-Pacific 2015 will be held from 29 September to 1 October 2015 at the Bangkok Convention Centre at CentralWorld. For more information, log on to www.itcma.com | www.corporatetravelworld.com/apac

29 September to 1 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 | www.corporatetravelworld.com

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