



A hopeful turnaround

Asian incentive planners see new hope as regional destinations slowly reopen

By Gerardine Donough-Tan

Incentive trips took a major hit during the pandemic, but cautious optimism is brimming on the back of partial reopenings, such as Singapore's Vaccinated Travel Lane with Germany, Thailand's sandbox schemes, Langkawi's domestic travel resumption, and private sector appeals in Indonesia.

Victor Mogilev, group director of sales, Diethelm Travel Group, expects incentive trips to return to domestic destinations in 2022, with possible international movement towards 2H2022 should more travel bubbles be formed between countries.

Asian DMCs share similar sentiments. Singapore's SingExpress Travel reported that deferred RFPs are being revived for 2022, while Vietnam's Luxperia DMC has an incentive client looking to revive travel plans for 1Q2022 after cancelling the trip in May 2021.

Marie Anne Palces, Luxperia Collective's director product and marketing, said: "For now, it remains domestic (Vietnam) only."

She expects Singapore groups to lead market recovery for north and south-east Asian destinations, with a preference for "Taiwan, Hong Kong, Japan, Thailand's

Phuket, Cambodia, and then Vietnam".

Incentive travel is also likely to rebound with specific interests in mind. According to the Incentive Travel Industry Index (ITII) 2020 survey conducted end-2020, there is a strong preference for luxury travel, cultural experiences, CSR and flexible activities instead of golf, teambuilding and mandatory events. Destinations and suppliers that satisfy these interests could benefit.

Minor Hotels' Anantara brand, which has a strong presence in Thailand, the Maldives and Bali, is among the optimists.

Marion Walsh Hedouin, vice president public relations & communications, said: "We see strong potential for small, high-end incentives such as private buyouts

and leadership retreats. City destinations will remain popular, but there will be heightened interest in resort destinations which boast beautiful outdoor settings and ample space, for instance, in Vietnam and Malaysia."

Other DMCs suggested breaking a group into smaller sub-groups and offering each a different itinerary. Dine-arounds, popular some 20 years ago, may well return under current size limitations.

However, small-group programmes cost more per head, longhaul air travel and resort accommodation are also expensive, and sudden travel suspensions could scuttle even the best-made plan.



The faith of the industry will rely heavily on the governance and clarity of international travel regulations and adherence to minimum health standards to travel and cross borders.

Victor Mogilev

Group director of sales, Diethelm Travel Group



Taiwan steps up digitalisation

Taiwan is ramping up its hybrid events sector by developing and improving digital technology solutions, marked by the destination's recent launch of its first virtual exhibitions platform.

Guann-Jhy Lee, deputy director of Taiwan's Bureau of Foreign Trade, said the platform has a variety of virtual exhibition halls, lounges, booths and areas which event planners can construct "fully-functional online exhibitions" in.

Overall, the destination understands that hybrid events are the way to go, and are

also connecting buyers and sellers globally through the platform's video conferencing features. The bureau is also exploring 5G and artificial intelligence.

Other government efforts include organising a series of courses on augmented reality and digital equipment operations. They are also helping the industry explore global business opportunities by setting up virtual booths at tradeshow such as the ongoing IT&CM Asia by TTG Asia Media.

TAITRA's executive vice president and MEET Taiwan executive director, Simon

Wang, remains confident that Asia's appetite for digital and hybrid events remains strong.

Wang cited the *UFI Global Recovery Insight Report* which revealed that exhibitions in Asia are likely to see higher participation growth from both visitors and exhibitors, compared to the rest of the world.

PCMA's APAC dashboard survey reflected similar findings: nearly 80 per cent of Asia-Pacific respondents were planning a hybrid event, as compared to 27 per cent of North American planners, to which Wang states there is definitely a "strong indication of growth to come in Asia-Pacific". – **Rosa Ocampo**

Justified travels

Travel managers need a new set of travel, meeting ROI



By Mimi Hudoyo

The pandemic has fuelled an increased need for employers to provide a fresh set of ROIs to justify travel and meetings in the new normal.

According to speakers at The ROI of Business Travel & Meetings session presented by GBTA at IT&CM Asia, most companies operated remotely in 2020, and barely any travel and meetings were conducted in-person. Regardless, companies outside of the travel industry were able to retain revenues with minimal or no travel.

Bruce Kopkin, vice president sales & marketing of DVI, pointed out: "Now that we can start travelling again, CFOs are asking why should (travel and meeting) budgets be given back, when (companies) have proven that business could be run without travel."

As such, companies will need to adjust their ROI measurements. In fact, a GBTA

survey in February conducted among CFOs of companies with revenue of over US\$250 million in the US and Europe showed 47 per cent said future travel and meeting spend would need to be justified.

"To calculate ROI today, travel managers will need to collect data from within the company, such as from TMCs, CRM, ERP, human resources, and customer satisfaction," Kopkin elaborated.

Time spent on Zoom meetings also need to be factored in, he pointed out, adding that data of both the essential and discretionary areas need to be considered, such as KPIs, salary and travelling time.

Meanwhile, Sharlene Ketwaroo-Nanoo, category manager, Rogers Communications pointed out that while traditional areas of savings were still valid, factors like employee engagement and competitive advantage were emerging as a measurement of economic ROIs.

"The question is what parts do travel and meetings play a part in the evaluation of ROI for these activities, especially considering that it may be difficult to draw that line between customer retention and revenue contribution for the organisation."

Citing increased spending – due to the pandemic – that can affect value versus savings, Crystal Toupin, principal manager partnerships, Cvent added that while in the past, room and car-sharing were part of the cost savings, this was no longer applicable.

"This will be an increased expense that we need to factor into our matrix of ROI moving forward," she said.

Soundbyte

"(In Singapore), the industry has worked with the government to conduct over 90 hybrid events since last August, which had no Covid-19 outbreaks. What these pilot events have underscored and validated are that MICE events can be managed safely in a controlled environment. This is key for both organisers and participants, and is going to be key in working with our regional counterparts to collectively reboot business events."

- Aloysius Arlando, president, SACEOS



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TTG TravelTrade Publishing is a business group of TTG Asia Media

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Thailand: Redefine Your Business Events - Experience the Extraordinary

We are meeting virtually at IT&CM Asia and CTW Asia-Pacific again but I hope you will soon be able to visit Thailand in person as we are set to re-open more safe cities to international travellers as how we did back in July with "Phuket Sandbox".

This year, Thailand will feature TCEB Virtual Booth and 20 exhibitors from destinations that are opened – Phuket

and Khao Lak, and include those set to open very soon – Bangkok, Chiang Mai, and Pattaya. That means fully vaccinated travellers to these cities will enjoy no-quarantine entry. The absence of physical meetings has urged us to enable you to Experience the Extraordinary. In this connection, we would like you to meet the representatives of



all 10 Thai MICE cities, a widest selection we have ever offered that will make your journey in Thailand a truly extraordinary one.

Do come and visit us all. You will discover how Thailand will be your extraordinary experience.

Chiruit Isarangkun Na Ayuthaya
President,
Thailand Convention &
Exhibition Bureau

Stimulating growth

Thailand's stalwart MICE cities are holding strong, and the country is looking into another 55 cities to handle small-scale events. By **Gerardine Donough-Tan**



Phuket has reopened and allows fully-vaccinated international travellers to visit without quarantine

Despite the current pandemic, Thailand's 10 MICE cities are still actively working the business events scene, with a focus on hosting local events.

The 10 cities are Bangkok, Khon Kaen, Chiang Mai, Nakhon Ratchasima, Pattaya, Phuket, Songkhla, Surat Thani, Udon Thani and Phitsanulok. All are first-tier cities with the exception of Udon Thani and Phitsanulok.

These cities were assessed on their readiness to bring out the charm of each region and had the infrastructure to serve domestic and overseas clients, said Supawan Teerarat, senior vice-president – development and innovation, Thailand Convention & Exhibition Bureau (TCEB).

"These 10 cities have their own characteristics and DNA, despite some being in the same region. The criteria to attain MICE City status are accessibility, local support, attractiveness and variety of activities, number and standard of accommodation and facilities, the city's image and reputation, safety, security and hygiene, and infrastructure," she explained.

plained.

"All 10 MICE cities are easy to access via international and domestic airports. A high-speed train is under construction linking Pattaya and Bangkok and will later connect to Nakhon Ratchasima, Khon Kaen and Udon Thani. The high-speed train linking U-Tapao airport near Pattaya and two international airports in Bangkok are planned for completion by 2025."

Although it is currently the downtime as Thailand awaits for international travellers to return – with the exception of Phuket Sandbox initiative in place – the 10 cities have been busy marketing and promoting their

destinations, developing new products, and building the capabilities of local business events professionals. They have also been actively recruiting fresh graduates from the country's 140 institutions offering business events courses, to raise the standard of venues and facilities, including for special events.

A recent event Nakhon Ratchasima hosted was the 55th Lions Clubs International Thailand Convention from May 7-9, 2021, in a hybrid format. Some 2,300 people attended online while 474 delegates were on-site, staying in three different hotels under disease-prevention measures.

Earlier in April, TCEB and the 10 cities signed an MoU with the Ministry of Public Health and 12 organisations such as the Tourism Authority of Thailand, as well as the Airports of Thailand.

The new initiative, named Unlock MICE Cities with High Standard of Safety, heightens the safety standards in the 10 MICE cities to boost the confidence among domestic event planners in holding MICE events there. Target groups include venues, organisers, accommodations, transport services, restaurants, retail outlets, department stores and other related MICE businesses.

Aside from the 10 MICE cities, TCEB has also identified 55 other second-tier cities – those that receive no more than four million visitors yearly – to handle small-scale meetings, incentives, and festivals events.

"Second-tier cities appreciate the economic advantages and contribution to the quality of life for their citizens. We are now studying a few potential cities such as Chiang Rai in the north, Buriram in the north-east, Nakhon Srithammarat in the south, and Rayong in the east," said Supawan.



Second-tier cities appreciate the economic advantages and contribution to the quality of life for their citizens.

Supawan Teerarat

Vice-president – development and innovation,
Thailand Convention & Exhibition Bureau

Rolling with the punches

Various lockdowns have dealt blow after blow to Malaysia's beleaguered MICE sector, but **S Puvaneswary** finds that pockets of tenacity and optimism remain



Malaysia has much to offer to corporate groups, but domestic is the way to go until borders reopen; Kuala Lumpur pictured

Business events in Malaysia have gone through varied lockdown phases since the start of 2021, making it difficult for event planners and organisers to move ahead with recovery plans.

Despite this, Alan Pryor, general manager at Kuala Lumpur Convention Centre and chairman of Business Events Council Malaysia, anticipates restrictions placed on business events will be lifted by end-2021.

When that happens, Pryor expects "an increase in national events" as there is "pent-up demand" moving into 2022. But this hinges on the SOPs and national vaccination rates.

Looking farther into the future, Pryor pointed out: "Once borders reopen, we expect an increase in regional participation from mid-2022 on-

wards although this is dependent on travel restrictions for inbound business events, and how destinations of origin will manage outbound travel."

The Malaysia Convention & Exhibition Bureau (MyCEB) is laying the groundwork for recovery, and has developed a *Meet in Malaysia* campaign to help the industry get back on its feet faster.

This campaign comprises components for domestic events (Let's Meet Now, and Let's Meet Locally), and another for business events with international participation once borders reopen to international travellers.

The Let's Meet Now package offers a 50 per cent sponsorship for a full-day meeting package exclusively for Malaysia-based registered companies. It also subsidises the meeting cost for a full-day seminar and workshops for professional and trade associations or institutions.

As for the Let's Meet Locally package,

support will come in the form of a complimentary full-day city tour with an English-speaking guide, for a minimum group size of 30. The group must also stay a minimum of two nights. For larger groups of at least 60 people and a two-night stay in a partner hotel, dinner sponsorship will be thrown in.

Adam Kamal, head of contracting & domestic market, Ice Holidays, and the secretary-general at the Malaysian Inbound Tourism Association, said: "The Let's Meet Locally programme is a very practical solution for short-term survival of business event players once the government allows domestic business events to take place.

"I appreciate that the eligibility criteria is low, with a minimum group size of 30, and this makes it easier for organisers of business events to be eligible for support."

Mona Abdul Manap, founder and CEO at Place Borneo, a PCO headquartered in Kuching but with a branch office in Kota Kinabalu, shared that her team has developed Meet Differently packages.

Mona said: "It caters to clients who are keen to re-engineer their meeting formats, who put a priority on places that are not crowded such as choosing exclusive venue buyouts, remote locations and unique meeting spaces to hold their events. It also caters to clients looking to host virtual and hybrid events.

"We expect these will be the demands in the new normal, for both national and regional events."



Hosting an event in a secondary destination has a cost advantage, while there is no sacrificing on product quality such as MICE venues, accommodation and Internet bandwidth.

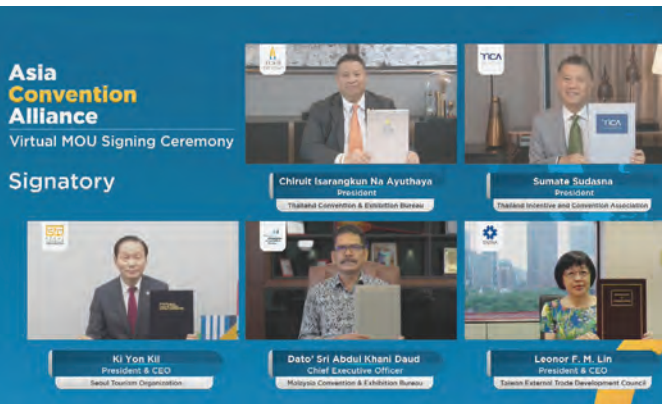
Mona Abdul Manap

Founder and CEO, Place Borneo



Another day, another alliance

Asia Convention Alliance is the latest addition to the crop, but how will it benefit members and event organisers? **Gerardine Donough-Tan** writes



When four Asian convention bureaus and an association signed a Memorandum of Understanding (MoU) on September 2, veteran business events players may have felt a sense of déjà vu: yet another trans-national business events alliance?

The Asia Convention Alliance (ACA), mooted by Thailand Convention and Exhibition Bureau (TCEB) and Thailand Incentive and Convention Association (TICA), includes founding members Malaysia Convention & Exhibition Bureau (MyCEB), Seoul Tourism Organization (STO) and Taiwan External Trade Development Council (TAITRA).

Although ACA is not yet a formal body, it signifies the founders' collaborative intention. TCEB is currently the central contact point, but all members will work together as detailed in the MoUs.

"We primarily focus on driving business among member territories. While each member has its governing body to address development in MICE, this ACA initiative is a team working to formulate new/existing convention rotation within Asia. CVBs/DMOs that share a similar vision can join," said Nichapa Yoswee,

TCEB's senior vice president – business.

Currently, the three MoUs are between TCEB and STO; TCEB and MyCEB; and TICA and TAITRA. These bilateral partnerships will enable respective parties to focus on creating or rotating convention(s) between their territories, but this could be extended to other members.

ACA's first roundtable is expected to take place in 1Q2022.

ACA formation welcome

Veteran business events stakeholders spoke positively of the formation.

Edward Liu, AFECA honorary president, said: "The formation of ACA is indeed a good initiative, given the current difficulties faced by the MICE industry and global economy. Any effort to work together to bring about a revival of the industry is most welcome.

"(But) to be effective, ACA must have the eventual endorsement and support of the respective convention bureaus in the region."

Industry observer Lloyd Tan commented: "The formation of ACA is in the right direction, provided it remains committed as an authoritative voice for the convention market to benefit PCOs. It should forge partnerships for business opportunities to serve the wants, interests and needs of the project and not look at self-interest. This will differentiate it from established bodies which are more exhibition-centric."

On why TICA has joined the alliance, Sumate Sudasna, its president, explained: "As TICA works closely with TCEB, we believe the ACA approach is quite visionary and will be beneficial given that all parties mobilise events – more specifically conventions – from their end, and with alliance partners."

However, Hong Kong and Singa-

pore are conspicuously absent from ACA's slate.

Nichapa said: "The MoU signing ceremony was to announce the earlier agreements between founding members and invite others, albeit we recognise and respect the fact that CVBs/DMOs have their own priorities and direction. While adding more members is a continuous work-in-progress, we wish to focus on the four destinations of the five founding members at this early stage."

Whither other alliances like AFECA and AACVB?

Juxtaposed with long-established bodies like AFECA (Asian Federation of Exhibition and Convention Associations) and AACVB (Asian Association of Convention and Visitor Bureaus), Nichapa said ACA's core business is driving and bringing more conventions to the region, as well as rotations within Asia.

Established in 2005, AFECA's mission is to "promote and enhance the MICE industry in Asia", its website indicates.

In welcoming the "new kid", Vincent Lim, AFECA president, said: "AFECA supports this initiative because it serves to bring industry stakeholders closer together and boost regional collaboration during a challenging season.

"An AFECA core value is promoting and developing the growth of the MICE and business events industry in Asia. As such, this strategic alliance formation is applauded. We encourage collaborations to create synergy between partners and new opportunities, while fostering friendship among stakeholders in this industry that we are all championing."

Meanwhile, AACVB, founded in 1983, has fluctuated between action and hibernation over the past four decades. Its latest awakening was in August 2020 amid the Covid-19 pandemic, when MyCEB offered to formally register AACVB in Malaysia and host its office in Kuala Lumpur. At press time, it is still "in the process of registering".

SAP Concur study reveals eagerness to restart trips



Business travellers are eager to resume work trips, as the travel hiatus is taking a toll on their careers and personal lives

Nearly two-thirds of Asia-Pacific business travellers surveyed are raring to go for professional and personal reasons, but they also want flexibility from employers on how their trips will be conducted, according to new research conducted by SAP Concur.

“Covid-19 has upended business travel in the past year and a half. Yet, it has also reaffirmed business travel’s importance in forging business and personal connections, and enabling career advancement,” said Carl Jones, vice president and head of strategy for SAP Concur Asia Pacific.

“While uncertainty continues to linger around travel curbs, firms can support business travellers by updating travel policies to provide more flexibility in flight and accommodation selection, better protecting employees’ health and safety. Then as vaccinations progress and travel bubbles form in the coming months, they will be better positioned to enable safe travel, facilitating business growth and talent retention.”

Respondents to the survey carried out in Singapore, Malaysia, China, Hong Kong, Taiwan, Japan, South Korea, India, Australia

and New Zealand believe that the current travel hiatus is hurting their careers – by impeding their business goals – and personal lives.

While they hope to restart their in-person meetings soon – 95% are “willing” to travel in the next 12 months, including 63% who are “very willing” to do so – they also want greater control over how they will travel, so that their safety and health can be better safeguarded amid the pandemic.

Notable findings from the study of 1,050 APAC business travellers include:

Career success depends on a return to business travel

Like their global counterparts, four in five APAC respondents (81% in APAC vs. 80% globally) worry that the inability to increase business travel will affect them personally.

These concerns include:

- The difficulty in developing and maintaining business connections (51% in APAC compared to 45% globally).
- Not advancing in their career (39% compared to 33% globally).

- Making less money (39% compared to 38% globally).

On the business front, APAC respondents fret that if their organisation does not increase business travel in the year, it will be harder to sign new deals (40%), build new relationships (39%) and renew contracts with existing clients (39%).

In fact, 9% are afraid their business will shut down, and 14% worry that they will lose their jobs. For those who are very frequent travellers, this latter figure jumps to 22%. These grave concerns reveal respondents’ perceptions that business travel is a vital vehicle to strengthen business relationships for career success, and experience new places to broaden personal horizons.

Changing traveller expectations forcing organisations to rethink their travel policies

Covid-19 has also altered power dynamics in the workplace. Business travellers will consider their options if employers do not match their expectations.

- More than half of APAC business travellers (54%) will make career changes if their company does not provide the necessary policies or measures to protect their health and safety.
- About 37% say they will ask to limit travel if their firm does not implement policies or measures to help protect their health and safety, while 16% will go as far as looking for a different position.

Flexibility helps employees feel safe

Flexibility is now the most pressing need for APAC business travellers, ahead of their vaccination-related demands (74% vs. 64%).

- This includes everything from planning through the completion of their trips. For instance, respondents cited a preference to choose their preferred accommodation (49%) and mode of travel (43%).
- Once they are on the road, almost all APAC business travellers (93%) expect changes to their travel routine, including more frequently staying in larger hotels (41%), prioritising domestic trips (39%), and using a personal vehicle instead of public transportation (37%).

Doubling down

Sangho Moon, director of the MICE marketing team with Korea MICE Bureau, reaffirms that South Korea will still be highly regarded as the place to meet after the pandemic, and is working hard to ensure that remains a reality.

By Rachel AJ Lee

What's the general sentiment of the business events industry in South Korea now?

When Covid-19 started its spread in South Korea in February 2020, the business events industry was cast into disarray, and 80 per cent of the scheduled events in 2020 were cancelled or postponed.

Currently, international face-to-face events are still limited as the government is trying to improve vaccination rates by the end of this year. More policies will be eased as more people take their vaccinations. For now, businesses are using video conferencing to connect, or hold hybrid events with a mainly domestic audience.

What does the future of South Korea's business events industry look like?

I think that business events could largely be hybrid, or go online, for the next few years, but I look forward to seeing more in-person events happen when vaccination rates are increased and Covid-19 is brought firmer under control.

What are Korea MICE Bureau and Korean Tourism Organization doing to engage stakeholders?

Since international travel has been halted by Covid-19, we have focused our efforts on online marketing, and creating promotional content that can be used through our various social networks.

Aside from the international market, Korea Tourism Organization is also promoting domestic travel for local corporates and leisure travellers.

Before the pandemic, South Korea ranked second in the world for the number of hosted events according to the 2019

UIA statistics. As a popular conference destination, we have superb conference facilities, accessibility, and charming tourist attractions. All this is still here, and we are simply waiting for borders to reopen.

When business returns, we can assure over-

seas destination planners that South Korea remains a competitive business events destination, and will be keen provide the necessary support to encourage international conferences and incentive groups to visit.

Will international events in a different country still hold weight in the future?

International events could make a comeback if vaccination rates are increased in every country and the Covid-19 situation slowly improves. But such recovery also depends on how a government is managing and coping with the pandemic.

There's something different about visiting another country to attend a conference or event, as this will give delegates a chance to dip their toes in the host's culture and food. And if the country can show that it's safe and have health protocols in place, they will stand to benefit more in the future.

Most South Korean people are already abiding by the Covid-19 guidelines and regulations set by the government. And as of September 7, South Korea's vaccination rates stands at 34 per cent. This rate is expected to hit 70 per cent before the end of the year.

As such, we remain certain that South Korea remains in good international standing as a business events destination moving forward.

What worries you most about the MICE industry?

The business events ecosystem deals with travel agencies, hotels, convention facilities, etc. All of these businesses have been affected by Covid-19 and are going through tough times. Although the South Korean government has tried to offer support, these supports have limitations.

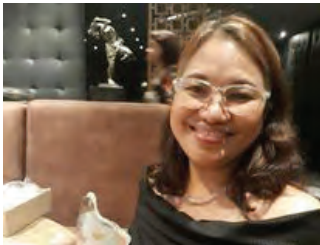
The business events industry will find it more and more difficult to survive if Covid-19 is prolonged.

It is fortunate that we have seen new technologies such as holograms. Forward-thinking technology like this will probably still be in use after the end of the pandemic. Business events stakeholder have to prepare for the future by learning these new technologies and training the necessary people, so that it will be easier (to ramp up) when recovery sets in.



Watch and learn

Buyers are looking forward to fresh industry initiatives and trends that will light the way to business recovery



LEONORA ALARCIO
General manager, Mileage
Adventures Vacation Planner
Travel & Tours, The Philippines

I am looking forward to connecting with my peers in the industry and network with them, because being exposed to different individuals will help develop new ideas and outlooks. This will have a very positive effect on my personal growth and development, as well as impact the overall success of my travel business as well.

**BERNADETTE
RONQUILLO-
TEMPONGKO**

Owner, Ronquillo Travel and
Tours, The Philippines

I am looking forward to re-connecting with fellow travel professionals, learn what trends this new normal has brought, as well as new strategies that I can put in place. I would also like to find out how each destination and travel professionals are preparing for recovery, and what the activities on the ground to reignite the tourism industry are. Listening to differing perspectives from travel experts and leaders will also help me be more empowered in this situation.

BAMBANG HARTONO
CEO, Smile Holiday, Indonesia

I think networking is very important now to support each other in this difficult time. I'm looking at making new contacts in the exhibition business, to look at the possibility of new contracts in countries that have already opened their borders. I also look forward to attending the conferences, to gather updates and pick up ideas on strategies in the new normal.



ANGELA LEE
Director luxury MICE, Event
& Marketing Solutions,
Singapore

I hope to learn about travel programmes in the new normal and see how MICE venues have pivoted. Although there are currently travel restrictions, I think that it is important to continue to stay connected with sellers, as well as work out new strategies to plan appropriate programmes for our clients.

**KRISHNAGOBY
THANGAVELU**
Director, Overseas Voyages,
Sri Lanka

I want to meet with tour operators in some of the region's destinations, as well as learn about new destinations, while picking up updates in the industry. IT&CM Asia is also a good place to source for new suppliers and products, as well as learn about post-pandemic travel.



ZAIM MUHAMMAD
Joint business partner, Travel Counsellors, UAE

The show gives me the opportunity to meet with DMCs from countries like Thailand, Malaysia and Indonesia. I have already received some group enquiries for 2022, and am looking to meet with potential suppliers to discuss. Aside from refreshing relationships with existing suppliers, I also look forward to attending the conferences that will give an up-to-date situation of the region's travel industry.



MELODY PALOMARES
President, MAVP Travel &
Tours, The Philippines

I am looking forward to making new industry contacts from hotels, resorts, tourism boards, attractions, and other tour operators whom I can partner with. I am also hoping to learn about the latest trends, insights, and best practices from the tourism industry from the conference sessions. It would be interesting to find out about the latest innovations and programmes that will highlight current travel safety measures.

ET QUAH
Director, Feature Tour, Malaysia

After being stuck for 18 months, I feel that now is the right time to be updated on the travel industry, to be prepared for eventual recovery that I hope to see in 4Q2021. I am looking for reasonably-priced travel products, venues, and locations which are not too crowded and as safe as it possibly can be from Covid-19. I also hope to learn the new norms when it comes to preparing an itinerary, new airline regulations, and rules in each country.



A positive outlook

IT&CM Asia 2021's virtual marketplace is buzzing with a variety of destinations and business events specialists from all over Asia-Pacific



BANGKOK MARRIOTT MARQUIS QUEEN'S PARK

Located along Sukhumvit Road in downtown Bangkok, the iconic property is surrounded by several of the city's most vibrant shopping destinations. Boasting 1,388 rooms and suites, the Bangkok Marriott Marquis Queen's Park is able to cater to meeting groups of all sizes both small and large, up to a maximum of 1,000 people.

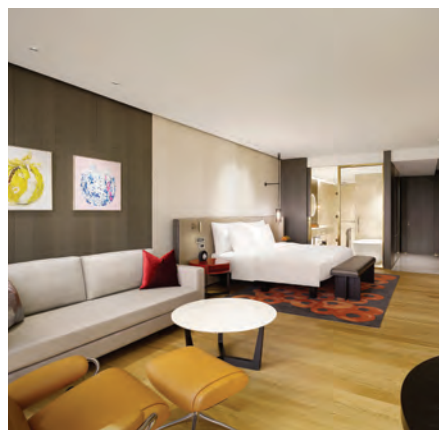
Its latest dining venue is the Sirimahanop Ship, permanently docked at the Asiatique The Riverfront. The boat can accommodate a maximum of 200 people, and is good for corporate galas and cocktail networking sessions.

PENANG CONVENTION & EXHIBITION BUREAU

While the world continues to fight the pandemic, Business Events Penang is aggressively rebuilding the destination.

Through the Business Events Penang Rejuvenation Plan 2021-2023, Penang is committed and ready to serve and support business events clients through the Covid-19 pandemic and beyond; safely and securely with the application of Business Events Penang Next Normal Guidelines.

PCEB continues to provide support for all events, including virtual and hybrid ones through the Enhanced Privilege Penang 2021-2023. Through specially curated support and incentive packages worth up to US\$20,000, planners' next event will be an unforgettable experience.



GRAND HYATT JEJU

Part of the Jeju dream Tower, the largest Hyatt hotel in Asia-Pacific offers 1,600 rooms and suites, 14 trendsetting restaurants and bars, two spas, eight-residential-style meeting spaces, HAN Collection – K-fashion retail, and the island's largest outdoor deck with an infinity pool.

The modern Korean lifestyle blooms at Grand Hyatt Jeju. Experience the multi-dimensional culture of South Korea, which is taking the world by storm in terms of food, wellness, fashion and entertainment.

ROYAL CLIFF HOTELS GROUP AND PATTAYA EXHIBITION AND CONVENTION HALL (PEACH)

Since the beginning of 2020, the Royal Cliff team has been very busy sprucing up the property and beefing up Wi-Fi for a smoother guest experience. PEACH has also successfully held numerous hybrid and virtual conferences in the past year, and is able to offer digital solutions at the hotel or convention centre.

In total, the Royal Cliff Hotels Group has four luxury hotels within the same vicinity as PEACH. Facilities at the 1,020-key property include 11 restaurants, spa, kids' world, two private beaches, and seven swimming pool. Meetings and events planners may avail the 62 possible venues, six of which are outdoors, while the largest indoor room is 6,927m².



SAPPORO CONVENTION BUREAU


Sapporo, the capital of Japan's northernmost prefecture of Hokkaido, offers unforgettable experiences throughout the year with its harmonious blend of urban and natural charms.

Unique business event venues include the Okurayama Ski Jump Stadium Restaurant, the venue for the 1972 Winter Olympics. Along with the Sapporo Olympic Museum and an observatory lounge, the venue is now equipped with an event space and a French restaurant overlooking a gigantic ski jump slope.



PROGRAMME

Correct as at 20 September 2021

GMT+8	28 Sep 2021, Tue	29 Sep 2021, Wed	30 Sep 2021, Thu
0000hrs to 2359hrs	Meeting Hub and Networking Conversations 28 Sep 1000hrs to 30 Sep 2359hrs		
1000hrs	Unlimited Walk-In Meets Except lunch break at 1310hrs to 1410hrs		
1000hrs	Knowledge Sessions Released / On Demand	Re-Watch / Catch Up On All Content Sessions On-Demand Till The End Of The Show 	
1030hrs	Buyer Procurement Showcases Released / On Demand		
1030hrs to 1210hrs	Scheduled Meets (SM): 1 to 4	Scheduled Meets (SM): 9 to 12	Scheduled Meets (SM): 17 to 20
1210hrs to 1230hrs	Brand Showcase 1 Penang Convention & Exhibition Bureau (PCEB) Released / On-Demand	1210hrs to 1310hrs Hosted Live Session MEET TAIWAN	1210hrs to 1310hrs Mini Theme Roadshow Thai MICE Cities: Northern, Northeastern and Southern
1230hrs to 1250hrs	Brand Showcase 2 Melbourne Convention Bureau Released / On-Demand		
1250hrs to 1310hrs	Brand Showcase 3 Tourism Promotions Board - Philippines Released / On-Demand		
1310hrs to 1410hrs	Lunch Break		
1410hrs to 1545hrs	Scheduled Meets (SM): 5 to 8	Scheduled Meets (SM): 13 to 16	Scheduled Meets (SM): 21 to 24
1545hrs to 1605hrs	Brand Showcase 4 Thailand Convention and Exhibition Bureau (TCEB) Released / On-Demand	1545hrs to 1645hrs Mini Theme Roadshow Thailand Convention and Exhibition Bureau (TCEB)	1545hrs to 1645hrs Hosted Live Session Thai MICE Cities: Central and Eastern
1605hrs to 1625hrs	Brand Showcase 5 Thai MICE Cities Released / On-Demand		
1625hrs to 1645hrs	Brand Showcase 6 Taipei City Government Released / On-Demand		
1645hrs to 1705hrs	Brand Showcase 7 Gyeonggi Tourism Organization Released / On-Demand	1650hrs to 1720hrs Live Knowledge Conversations Meetings Interrupted Hosted By ICCA	1650hrs to 1720hrs Live Knowledge Conversations Future of Incentive Travel Hosted By SITE
1725hrs to 1900hrs	Bonus Scheduled Meets (SM): 1 to 4	Bonus Scheduled Meets (SM): 5 to 8	Bonus Scheduled Meets (SM): 9 to 12

Knowledge Sessions

Released on 28 September, 1000hrs (GMT+8), On-demand till 30 September 2359hrs

IT&CM Asia MICE Knowledge Sessions

HOSTED BY FORWARDKEYS



Next 6 Months' Travel Outlook for Asia-Pacific

Global travel took the hardest hit ever in 2020. As we approach the final quarter in 2021, what does the next 6 months' travel outlook for Asia-Pacific look like in terms of sentiment and bookings? How are the various green lanes and travel corridors panning out? Are there further bright spots in travel recovery? Hear from a panel of industry experts on their latest insights behind the current trends shaping the recovery of MICE and Corporate Travel in the region. Session takeaways include: overview of latest Asia-Pacific travel trajectories from green lanes to travel corridors; 6-month air bookings forecast for the region; opportunities, challenges, bright spots and dark horses for regional MICE business events and corporate travel recovery.

MODERATOR

Jameson Wong, Vice President
Strategic Clients & Partnerships, APAC,
ForwardKeys

PANELISTS

James Ellis, Director of Sales, Asia,
FCM Travel
Kenny Yong, Founder & Group CEO,
Fireworks Trade Media Group

HOSTED BY INTERNATIONAL
ASSOCIATION OF PROFESSIONAL
CONGRESS ORGANIZERS (IAPCO)



Trends 2021 and beyond: 10 developments and trends we see today that will impact on the meetings industry tomorrow

In this session, we'll explore how the pandemic has created new opportunities through virtual technologies, a new focus on the value of content, the need to be as agile and flexible in programming a conference and the future of business travel.

PRESENTER

Mathias Posch, Immediate Past
President and Chair of Training
Academy, IAPCO, and President,
International Conference Services Ltd.

HOSTED BY INTERNATIONAL
CONGRESS AND CONVENTION
ASSOCIATION (ICCA)



Meetings Interrupted

Almost two years on from when meetings everywhere first got disrupted by the pandemic, how are associations redesigning the ways they engage their members and how has this change impacted their operations and financial well-being. How have associations members reacted to all the changes? How did the interruption affect meeting support (e.g. PCO/ venue) selection? What is the impact for destinations? What can we learn from association operation leaders' experiences and how can the industry prepare to move forward?

PRESENTER

Waikin Wong, Regional Director Asia
Pacific, ICCA

Octavio B Peralta, Secretary-general, Association of Development Financing Institutions in Asia and the Pacific (ADFIAP); Founder, President and CEO, The Philippine Council of Associations and Association Executives (PCAEE); and Pro-tem head of secretariat, Asia-Pacific Federation of Association Organizers (APFAO)

Cathy Persides, Operation Head, DIA Global

Nichapa Yoswee, Senior Vice President - Business, Thailand Convention and Exhibition Bureau

Watch This Knowledge Session On-Demand Then Join In The LIVE Knowledge Conversations! September 29, 1650hrs to 1720hrs

Meetings Interrupted

Join this live conversation as we discuss how meeting industry/ service providers could prepare themselves for association meetings moving forward. This includes association resource capacity, brief/ support response, risk management, service providers expectation management, as well as programme design for the current event landscape.

PANELISTS

Waikin Wong | **Octavio B Peralta** | **Cathy Persides** | **Angeline van den Broecke**, Founder & Principal Consultant, Altis Business Solutions Sdn Bhd | **Nooch Homrossukhon**, Director of Conventions, Thailand Convention and Exhibition Bureau

HOSTED BY SOCIETY OF INCENTIVE & TRAVEL EXECUTIVES (SITE)



What are US corporations saying about the future of Incentive Travel?

Join SITE Foundation for an update on their ongoing research with US corporations on the future face of incentive travel as the 2nd phase of this ongoing research program reaches completion. SITE Foundation is conducting three qualitative research studies at intervals in 2021 with the decision makers and budget holders at 50 US corporations who typically deploy incentive travel as a key element in their reward and recognition programs. Discover the emerging results from the 2nd phase of this important research and gain an deep insight into how US corporations are thinking about their incentive travel programs as virus variants continue to hinder progress despite great advancements due to robust vaccination programs.

PRESENTER

Pádraic Gilligan, Chief Marketing Officer, SITE Foundation

Watch This Knowledge Session On-Demand Then Join In The LIVE Knowledge Conversations! September 30, 1650hrs to 1720hrs

Future of Incentive Travel

Join this live conversation on what the results of the future of Incentive Travel research might mean for the Asia-Pacific region.



CTW Asia-Pacific Corporate Travel Knowledge Sessions

HOSTED BY GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA)



Leveraging Transferrable Skills

We all have transferable skills that are more important to leverage than ever before. Discussion with successful leaders who navigated from hotels to airlines & for profit to non-profit. WINIT by GBTA

PRESENTER

Alison Taylor, Chief Customer Officer, American Airlines
Beth Kinerk, Senior Vice President, Avis Budget Group

A Holistic Look at Workforce Risk Management

Working remotely has blurred lines between work-life and home-life. Employers are realizing that the responsibility to the workforce extends beyond just their travelers. In this session we will explore the changing Duty of Care responsibilities for the entire workforce, how to identify and communicate risks to the organization, and how to engage with suppliers to contribute to the overall success of your organization's Workforce Risk Mitigation Plan. This along with the measures organizations need to put in place to resume international travel whilst meeting their Duty of Care obligations.

PRESENTER

Xavier Carn, Vice President EMEA Security, International SOS
Emanuele Scansani, Director of Partnerships & Strategic Relations, Riskline

Meet with Confidence. How to Protect Your Company and Your Travelers

This session will highlight the contract changes, processes and clauses that have emerged as a result of Covid-19 impacting both groups & meetings and business travel. Attendees will walk away with the most current understanding and definition of some key contract clauses, along with transformational considerations when booking your groups and meetings. This session will be loaded with reference materials to help navigate the days ahead, protecting your company and your travelers so they can meet with confidence.

PRESENTER

Leanne Fowler, Director of Account Management, Capita Travel and Events
Ciaran Delaney, CEO and Founder, Meetingsbooker.com

The ROI of Business Travel & Meetings

Due to COVID, the entire premise that travel is a business requirement is under scrutiny. CFOs will be reluctant to give back travel budget without asking questions. Travel Managers need a deep understanding of their programs and its data. Along with their traditional tasks, Travel Managers will now need to work with their colleagues throughout the company to justify the need for travel in economic terms. This session will provide key metrics and measurements helping to define the ROI of business travel & meetings.

PRESENTER

Bruce Kopkin, Vice President Sales & Marketing, DVI Inc.
Sharlene Ketwaroo-Nanoo, Category Manager Travel & Meetings, Rogers Communications
Crystal Toupin, Principal Account

Manager, Partnerships, Cvent

No Traveler Left Behind - DE&I Strategies

DE&I Strategies to incorporate into your travel program. Is your travel program guilty of boiler plating and putting your travelling workforce at risk? Give it a reboot in 2021 by bringing Diversity, Equity & Inclusion into your Duty of Care Program through learning to identify the specific needs of travelers and manage their associated risks. Duty of Care isn't one-size-fits-all, and not all travelers are the same; determining how to mitigate unique risks impacting travelers is crucial for their safety.

PRESENTER

Suzanne Sangiovese, Commercial & Communications Director, Riskline

Brand Showcase Presentations

Released from 28 September, 1210hrs (GMT+8) onwards, On-demand till 30 September 2359hrs

Released 28 September, 1210hrs to 1230hrs (GMT+8)

Penang Convention & Exhibition Bureau



Released 28 September, 1230hrs to 1250hrs (GMT+8)

Melbourne Convention Bureau



Released 28 September, 1250hrs to 1310hrs (GMT+8)

Tourism Promotions Board - Philippines



Released 28 September, 1545hrs to 1605hrs (GMT+8)

Thailand Convention and Exhibition Bureau (TCB)



Released 28 September, 1605hrs to 1625hrs (GMT+8)

Thai MICE Cities



Released 28 September, 1625hrs to 1645hrs (GMT+8)

Taipei City Government



Released 28 September, 1645hrs to 1705hrs (GMT+8)

Gyeonggi Tourism Organization



Buyer Procurement Showcases

Released on 28 September, 1030hrs (GMT+8), On-demand till 30 September 2359hrs

A&A Incentives, Meetings & Conferences, LLC., United States



PRESENTER

Mario Scozia, Executive Director

Alex Art Agencia, Poland



PRESENTER

Aleksandra Tomczak, President

Free Style, Netherlands



PRESENTER

Ben Gosman, Managing Director

Hesen Almusafar Travel & Tourism, Saudi Arabia



PRESENTER

Khaled Abdo Qaid Naji, Tourism Manager

Mway Travels and Tours, Sri Lanka



PRESENTER

Masakeen M Mueen, Founder/Director

Sedunia Travel Services Sdn Bhd, Malaysia



PRESENTER

Gary Oh, Business Development Manager

Travel Counsellor LLC, Dubai



PRESENTER

Zaim Muhammad, Managing Director

Mini Theme Roadshows

29 September, 1545hrs to 1645hrs
Thailand Convention & Exhibition Bureau



Discover these featured exhibitors from Thailand and their unique offerings:

- Anantara Chiang Mai Resort:** Inspire business creativity in Chiang Mai's most innovative meeting venue
- Angsana Laguna Phuket:** Experience unique meeting venues at Phuket's finest MICE beach resort
- Bangkok Marriott Marquis Queen's Park:** Sirimahannop, a new landmark by the river
- Carlton Hotel Bangkok Sukhumvit:** See Bangkok from a new perspective on Sukhumvit road
- Dusit Hotels and Resorts:** Mice and Dusit Thani Pattaya / Hua Hin
- Journey To Asia Co., Ltd:** The New normal of business events operations and sustainable events
- JW Marriott Khao Lak Resort & Spa:** Khao Lak's first luxury grand ballroom
- Rama Gardens Hotel Bangkok:** Hygiene and hybrid conference package
- Thailand Convention and Exhibition Bureau:** Thailand destination presentation
- The Nature Phuket:** Chic hotel with relaxing stays

30 September, 1210hrs to 1310hrs
Thai MICE Cities: Northern, Northeastern and Southern

Hosted Live Sessions

29 September - 1210hrs - 1310hrs
Incentive Fun in TAIWAN!



Join MEET TAIWAN and their 10 outstanding exhibitors as they reveal how fun incentives can be in Taiwan, with prize giveaways to lucky participants in this live session.

30 September, 1545hrs to 1645hrs
Thai MICE Cities: Central and Eastern

- 365 WONDERS BOOKING RESERVATION SERVICE, PHILIPPINES
- 9.81 PARK, SOUTH KOREA
- ABLY CONFERENCE & EXHIBITIONS CO., LTD, TAIWAN
- ACEA SUBIC BEACH RESORT, PHILIPPINES
- ADVENTURE GAZE TRAVEL AND TOURS, PHILIPPINES
- AJU INCENTIVE, SOUTH KOREA
- ALAN TRAVEL, SOUTH KOREA
- ANANTARA CHIANG MAI RESORT, THAILAND
- ANGSAANA LAGUNA PHUKET, THAILAND
- ANNETS HOLIDAYS, INC., PHILIPPINES
- ARK TRAVEL EXPRESS, INC., PHILIPPINES
- ARLESJ, SOUTH KOREA
- ASTORIA CURRENT, PHILIPPINES
- BANGKOK MARRIOTT MARQUIS QUEEN'S PARK, THAILAND
- BELLEVUE HOTELS AND RESORTS, PHILIPPINES
- BEXCO, SOUTH KOREA
- BLUEWATER RESORTS, PHILIPPINES
- BOHOL BEACH CLUB, PHILIPPINES
- BUSAN TOURISM ORGANIZATION, SOUTH KOREA
- CARLTON HOTEL BANGKOK SUKHUMVIT, THAILAND
- CENTRAL AND EASTERN MICE THAILAND, THAILAND
- CENTUM PREMIER HOTEL, SOUTH KOREA
- CICERONE TRAVEL AND EVENTS MANAGEMENT, INC., PHILIPPINES
- CITY OF DREAMS MANILA, PHILIPPINES
- CLUB PARADISE PALAWAN, PHILIPPINES
- CONRAD MANILA, PHILIPPINES
- CONRAD SEOUL, SOUTH KOREA
- COURTYARD BY MARRIOTT BANGKOK, THAILAND
- COURTYARD BY MARRIOTT SEOUL BOTANIC PARK, SOUTH KOREA
- COURTYARD BY MARRIOTT SEOUL TIMES SQUARE, SOUTH KOREA
- CRIMSON RESORT & SPA BORACAY, PHILIPPINES
- CRIMSON RESORT & SPA MACTAN, PHILIPPINES
- CROWNE PLAZA MANILA GALLERIA, PHILIPPINES
- CROWNHARBORHOTEL BUSAN, SOUTH KOREA
- CTPH TOUR (CTPH LIFESTYLE & TRAVEL SERVICES), PHILIPPINES
- CUBE 9 JEJU, SOUTH KOREA
- CVENT SINGAPORE PTE LTD, SINGAPORE
- DANIM GROUP, SOUTH KOREA
- DEPARTMENT OF INFORMATION AND TOURISM, TAIPEI CITY GOVERNMENT, TAIWAN
- DIAMOND HOTEL PHILIPPINES, PHILIPPINES
- DISCOVERY SHORES BORACAY, PHILIPPINES
- DIVASHNAVI INT'L INC., PHILIPPINES
- DUSIT THANI MANILA, PHILIPPINES
- DUSIT THANI PATTAYA / HUA HIN, THAILAND
- EAGLE TOUR, TAIWAN
- EDISON TOURS, TAIWAN
- ELITE TRAVEL CONNECTION, CHINA PR
- EVASION TROPICALE TRAVEL AND TOURS, PHILIPPINES
- EVENT POINT INTERNATIONAL, PORTUGAL
- EVENTS TRAVEL ASIA CO.,LTD. - ETA, THAILAND
- EVENTSIAIR, AUSTRALIA
- EVENTY CORPORATION, TAIWAN
- EXODUS DMC, SOUTH KOREA
- GANGNEUNG TOURISM DEVELOPMENT CORPORATION, SOUTH KOREA
- GANGWON TOURISM ORGANIZATION, SOUTH KOREA
- GBTA, UNITED STATES
- GOLDEN FOUNDATION TOURS CORP, TAIWAN
- GOLDEN TOUR KOREA DMC, SOUTH KOREA
- GOYANG CONVENTION AND VISITORS BUREAU, SOUTH KOREA
- GRAND HILAI HOTEL, TAIWAN
- GRAND HYATT JEJU, SOUTH KOREA
- GRAND HYATT SEOUL, SOUTH KOREA
- GRAND HYATT TAIPEI, TAIWAN
- GRAND KOREA LEISURE, SOUTH KOREA
- GRAND HYULL HOTEL TAIPEI, TAIWAN
- GRAND SIERRA PINES BAGUIO, PHILIPPINES
- GRANDTOUR TRAVEL, TAIWAN
- GUSTOAVENTURA PHILIPPINES, PHILIPPINES
- GYEONGGI TOURISM ORGANIZATION, SOUTH KOREA
- GYEONGNAM TOURISM ORGANIZATION, SOUTH KOREA



- HALAL KOREA CO., LTD., SOUTH KOREA
- HESSED COMMUNICATIONS, SOUTH KOREA
- HILTON CLARK SUN VALLEY RESORT, PHILIPPINES
- HILTON MANILA HOTEL, PHILIPPINES
- HONG KONG TOURISM BOARD, HONG KONG SAR
- ICCA ASIA PACIFIC REGIONAL OFFICE, MALAYSIA
- INTAS DESTINATION MANAGEMENT INC., PHILIPPINES
- INTE TOUR CO., LTD, SOUTH KOREA
- INTERNATIONAL CONVENTION CENTER JEJU, SOUTH KOREA
- INTERNATIONAL TOUR OPERATION CO., LTD, TAIWAN
- JANE DMC KOREA, SOUTH KOREA
- JEJU CONVENTION & VISITORS BUREAU, SOUTH KOREA
- JEJU SUN HOTEL & CASINO, SOUTH KOREA
- JEOLLANAMDO, SOUTH KOREA
- JOURNEY TO ASIA CO., LTD, THAILAND
- JSB TOUR&MICE, SOUTH KOREA
- JW MARRIOTT DONGDAEMUN SQUARE SEOU., SOUTH KOREA
- JW MARRIOTT HOTEL SEOUL, SOUTH KOREA
- JW MARRIOTT JEJU RESORT & SPA, SOUTH KOREA
- JW MARRIOTT KHAO LAK RESORT & SPA, THAILAND
- KMO TRAVEL AND TOURS, PHILIPPINES
- KIM'S M&T(KIM'S TRAVEL), SOUTH KOREA
- KOBE CONVENTION BUREAU, JAPAN
- KOREA TOURISM ORGANIZATION, SOUTH KOREA
- KR HOSPITALITY & EVENTS, SOUTH KOREA
- LANCASTER BANGKOK, THAILAND
- LION TRAVEL SERVICE CO. LTD., TAIWAN
- LOTTE HOTEL SEOUL, SOUTH KOREA
- LOTTE HOTELS & RESORTS, SOUTH KOREA
- LOTTE WORLD, SOUTH KOREA
- LOWERY TRAVEL SERVICE CO., LTD., TAIWAN
- MANDARIN ORIENTAL, BANGKOK, THAILAND
- MARRIOTT HOTEL MANILA, PHILIPPINES
- MEET TAIWAN, TAIWAN
- MELBOURNE CONVENTION BUREAU, AUSTRALIA

- 12 • SEPTEMBER 28, 2021



Buyer Participation Scheme Highlights

Earn Cash Vouchers

Receive USD 5 for each completed* Schedule Meet (SM), plus up to USD 30 in achievement bonuses.

SM Early Bird Bonus

Secure 10 SM within 48 hours of mutual request opening and receive a USD 10 bonus. Completion* of at least 10 SM applies.

Leaderboard Winners

Earn points for every qualifying event activity / session. Be amongst the top buyers in points accumulation and win attractive prizes.

No Registration Fee

For qualified buyers. Validation is required.

Full Access

to 3-day virtual event.

Certificate of Participation

for confirmed and attending buyers.

Exclusive Buyer-Only Rewards

Cash Vouchers

- Earn USD 5 for each completed* Schedule Meet (SM) with good ratings.
- Secure 10 SM within 48 hours of Mutual Request opening and receive a USD 10 bonus. Completion* of at least 10 SM applies.
- Achieve a minimum 10 SM and receive USD 10 bonus, or
- Achieve a minimum 20 SM and receive USD 30 bonus

* mandatory regardless of reason in the event of non-completion.

Leaderboard Winners

- Complete at least 10 Scheduled Meets (SM) and be among the top buyers with the highest points to win prizes.
- Earn points for every qualifying event activity / session. The more you participate, the more you earn. (Table 1)

Reward tiers and prize details will be released at a later date.

47% More Per SM than 2020

How To Earn Points

TABLE 1

No.	Activity	Points Per Activity
1.	Walk-in Meets (WM) request Live Meeting via virtual exhibition only	30
2.	Brand Showcase Presentation Buyer Procurement Showcase Knowledge Sessions	20
3.	Hosted Live Sessions	20
4.	Live Networking Conversations	20
5.	Networking Conversations (On Demand)	10
6.	Mini Themed Roadshows per poster presentation attended	10
7.	Exhibition Booth Visit & Engagement by exploring exhibitor materials	5
8.	Contact Exchange with any delegate	5



PREVIEW OF BUYER-ONLY REWARDS

- 3D2N Stay at **Dusit Thani Pattaya**
- 3D2N Stay at **Carlton Hotel Bangkok Sukhumvit**
- 3D2N Stay at **Lancaster Hotel**
- 3D2N Stay at **Angsana Laguna Phuket**
- 3D2N Stay in **Penang with Excursion Tours**
- 2D1N Stay at **Courtyard by Marriott Bangkok**
- 2D1N Stay at **Marriott Hotel Manila**
- 3D2N Stay at **Current by Astoria**

And More!

Organized By: **TTG Events**

Official Destination Partner: **TCEB**

Official Technology Partner: **EventsAIR**

Endorsing and Supporting Associations: **CEA, IAPCO, ICCA, PATA, PCAAE, pcma, site, UNICEF**

Official Media: **TTGmice, TTGassociations, TTG BT, LUXURY, TTG, TTG, TTG, TTG**

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Unravel Travel **TO**

Ally Partner-Buyer Partners: **EVINTRA, MELIA, Neat, REDFOX, UTAH**