

MEDIA RELEASE

IT&CMA and CTW 2010 / 03



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IT&CMA and CTW 2010 Pre-Show Activities Enhance Opportunities For Learning & Networking

Bangkok, 4 October 2010 – IT&CMA and CTW 2010 pre-show activities begin today, providing delegates with opportunities to learn, to network and, to enjoy the sights and sounds of Bangkok. These activities were organised to coincide with the first day of IT&CMA and CTW 2010 registration. A total of 2,340 delegates are expected to attend the event.

For Corporate Travel Managers, the Corporate Travel Expert (CTESM) Workshop – Fundamentals of Business Travel programme is being offered for the third time at the event by long-time partner National Business Travel Association (NBTA).

For Association Executives, the Association Professional Competencies course: Professional Association Executive (PAE 101) Workshop was offered for the first time last year. This year, PAE102 is being conducted again in partnership with the Australian Society of Association Executives (AuSAE) and the Canadian Society of Association Executives (cSAE).

Corporate Travel Managers and Association Executives who successfully complete the intensive two-day programme and assessment, will obtain their Corporate Travel Expert (CTESM) Designation and Professional Association Executive (PAE 102) certification respectively. Both courses are starter programmes that do not require participants to have any prior formal training, and have been tailored to meet their busy schedules.

Mr Hank Roeder, CTE, Vice-President of Chapter Relations, NBTA, remarked: “The NBTA CTESM course is designed primarily to identify and familiarise participants with the primary components of managed travel, which include the description of basic components of business travel technology as well as the examination of business travel spending trends, benchmarking and forecasting”.

Course leaders of the PAE programme, Mr Michael Anderson, CAE, President and CEO of cSAE, Canada, and Mr Simon Pryor, FSAE, President of AuSAE, Australia, said: “Association staff must possess a wide array of skill sets and experiences to lead and manage their organisations successfully. We hope that participants will begin instituting improvements to help their association run more smoothly, gain more members and provide better service. On a personal level, they will also benefit from the knowledge and confidence required to get their association management career on track.”

CTESM participant Mr Madhusudan Ambaldaghe, Assistant Manger – Travel, of Logica Pvt Ltd from India shared his enthusiasm about the programme: “I have always been keen to get my CTESM designation, but this programme is not offered in India. When I learnt that it is offered at IT&CMA and CTW, I jumped at this opportunity”.

A total of 30 participants are expected to graduate from both certification programmes tomorrow.

Meanwhile, more than 150 IT&CMA and CTW 2010 delegates who will be exploring Bangkok today, have an option of four tour itineraries that include: cycling around Bangkok, visiting the Flower Market and Temple of Memory, the Dusit Zoo and enjoying the City's spa and wellness facilities.

On Rose Garden Golf Course at Rose Garden Riverside, some 31 golf enthusiasts, made up of hosted travel managers, media and organisers, are also taking the opportunity to network at a friendly golf game.

Separately, the IT&CMA and CTW 2010 line-up of partner events also begin today. This includes the 4th Asia For Asia Summit, organised by Thailand Convention & Exhibition Bureau (TCEB). Senior representatives from various sectors of both global and the Asian meeting industry will convene to discuss issues relating to the industry's challenges and opportunities.

Tomorrow's partner events include the Breakfast Briefing by ICCA, the Asian Association of Convention and Visitor Bureaus (AACVB) meeting and IMEX-MPI-IT&CMA Future Leaders Forum 2010 – supported by TCEB and Thailand Incentive and Convention Association (TICA). Entry to these events is by invitation only.

Tomorrow's Highlights

Please refer to the IT&CMA and CTW 2010 programme for time and venue details

- Breakfast Briefing Session presented by ICCA (By invitation only)
- AACVB Meeting (By invitation only)
- IMEX-MPI-IT&CMA Future Leaders Forum 2010, supported by TCEB and TICA. (By invitation only)
This event is organised in strategic partnership with IMEX and Meeting Professionals International (MPI) and aims to inspire the very best students and young working adults to join the MICE industry.
- 9th NBTA Global Travel Management Exchange Forum (GTMEF) (For Corporate Travel Managers only)
- IT&CMA and CTW 2010's Opening & Welcome Remarks
- The Keynote Address on *The future of Delivering and Creating Value in Service* by Professor Irene Ng addresses the importance of emotional value versus functional, and the empowerment of technology in the process.
- *You Say, I Say!* Interactive session moderated by David Barrett, Executive Manager, Diethelm Events, Thailand and his 6 industry expert panellists.
- CTW Table-top Networking Session
- IT&CMA and CTW 2010's Opening Ceremony & Welcome Cocktail hosted by TCEB
- Late-Night Function hosted by TTG Asia and Conrad Bangkok Hotel

Media Contact

Cheryl Tan (Ms)

Marketing Manager

TTG Asia Media Pte Ltd

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

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

(66) 084 1347101 (from 2 to 7 October 2010 only)

Fax: (65) 6536 0896

Email: cheryl.tan@ttgasia.com

Event URL: www.itcma.com | www.corporatetravelworld.com

Website: www.ttgasiamedia.com