

## MEDIA RELEASE

IT&CMA 2019/ 04

CTW APAC 2019/ 04

### Wide Array of Sponsor-Backed Engagements a Highlight this Year

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- This year sees **more targeted activities open to exhibitors**, as well as **greater perks for Thai Buyers**
- **Revitalised Sticky Awards** with brand new format; nomination and live poll during the Sticky Awards luncheon

*Singapore, 17 September 2019* – With a lot more buzz on this year's show floor and programme, delegates can look forward to a compelling IT&CMA and CTW Asia-Pacific 2019. Aside from business and knowledge components, this year's programme features a wide array of sponsor-backed engagements such as the opening ceremony and welcome reception, hosted luncheons, dinners and cocktails, cohesion activities, as well as tours, entertaining in-booth activities, and lucky draws.

"IT&CMA and CTW Asia-Pacific is all about connecting delegates with one another – both on and off the show floor. We're delighted to support more brands in going beyond their booth to enhance their outreach through targeted and meaningful sessions. The outcome is a fulfilling experience for both exhibitors and buyers alike." said Darren Ng, Managing Director of TTG Asia Media.

#### Captive Outreach Over Lunch, Dinner, Cohesion, and Cocktails

Setting the tone is **Thailand Convention & Exhibition Bureau (TCEB)**'s hosting of the Opening Ceremony and Welcome Reception at the Bangkok Art & Culture Centre on the evening of the first event day, aimed at showcasing Thailand's vibrant, creative and inspiring art scene.

To foster closer relationships with MICE, Associations and Corporate buyers while promoting their MICE-based itineraries, new exhibitor, leading Asia-Pacific DMC **OMT Group** will be hosting a Europe Cruise Preview lunch, and a River Cruise Dinner respectively on the first and last day of the show. The latter is also open to selected exhibitors.

"Hosting a preview lunch and river cruise dinner, in collaboration with TTG's Southeast-Asia.com, gives us the opportunity to start and conclude our time IT&CMA and CTW Asia-Pacific in an impactful way, and most importantly, create memorable experiences for our invited delegates. Away from the tight agenda during the show, exhibitors and buyers will be in a more relaxed mood when we share the type of services we can offer, explore collaborations and better understand what these potential partners and clients are looking for." said Michael Chong, Managing Director of GEMT (Member of OMT Group).

Determined to anchor their brand and destination among attending buyers, **Visit Nepal Year 2020** will also be hosting a networking luncheon for selected MICE buyers on the first day of the show.

Over the next two days, **AP MICE Solutions by JTB, Marina Bay Sands** and **Al Jazeera Media Network** joins the line-up of luncheon hosts with each brand respectively targeting MICE, Association and Corporate buyers – the crux of IT&CMA and CTW Asia-Pacific's buyer profile. Al Jazeera Media Network's invited delegates will also include selected hoteliers, destination CVB and NTO representatives.

"Our hosting of a luncheon last year was a great way to connect directly with the buyers we invited. Considering that one of IT&CMA's value propositions is its significant percentage of new buyers every year, we believe that we will once again be able to develop new, robust networks by coming back as a luncheon host," said Mizuho Hara, Manager, Events & Promotions of JTB Asia Pacific Headquarters.

For first-time CTW Asia-Pacific exhibitor **Al Jazeera Media Network**, hosting the networking luncheon for their chosen corporate buyer and exhibitor invitees is an ideal platform to propel their brand's reach to this target segment.

"Asia Pacific is one of Al Jazeera's biggest markets and we are thrilled to leverage on IT&CMA and CTW Asia-Pacific as a platform to reach corporates in the travel and tourism industry. The Network's long-term association with the hospitality industry combined with Al Jazeera's forte as a credible and reliable source of news and award-winning programs makes this an important association," said Abdulla AlNajjar, Executive Director of the Global Brand & Communications (Al Jazeera Media Network).

Meanwhile, in a bid to bring the corporate travel professional community closer, returning sponsor **CWT** will helm a cohesion comprising of a light-hearted interactive session over coffee, tea and games for all CTW Asia-Pacific delegates.

Eager to introduce international MICE buyers to their properties are **Conrad Bangkok** and **Accor Bangkok & Hua Hin Hotels** with each brand hosting an after-show-hours cocktail for an intimate group, allowing them the added benefit of showcasing both site and hospitality on home ground.

Said Benjamin Krieg, General Manager of Novotel Bangkok Sukhumvit 20 – the venue of Accor's cocktail event said, "IT&CMA provides us with an excellent opportunity and platform to engage MICE buyers. As clients are the core of every organisation, getting new leads and establishing connections are essential. We believe that this cocktail session will allow us to enhance our interactions with key international buyers at the hotel's magnificent Sky Bar, Sky on 20."

## Tours To Captivating Destinations

Pre- and post-show tours are among the most anticipated highlights for hosted delegates. In addition to the perennial Bangkok pre-show city tours, this year, host country TCEB has ear-marked charming world heritage site **Ayutthaya** as well as **Khao Lak and Phang Nga** – Andaman's hidden gems as its post-event destinations.

## Exciting In-Booth Activities and Lucky Draw

All delegates, especially buyers, can look forward to a buzzing show floor, filled with an extensive line-up of non-stop in-booth activities by the various destination bureaus and corporate exhibitors. Highlights include:

- Complimentary handmade pancakes by **MEET Taiwan**
- Complimentary sustainable Philippine coffee By **Philippine Tourism Promotions Board**
- **Resorts World Sentosa** experience lucky draw
- Know-your-Sarawak quiz and lucky draw by **Sarawak Convention Bureau**
- **Taiwan Tourism Bureau**
  - Complimentary candied gourd
  - Happy hour featuring signature Taiwanese delights
- **Thailand Convention and Exhibition Bureau**
  - Complimentary hand-painted business card holder with Thai patterns, personalised with your name in Thai
  - "Dance Me Up" Thai contemporary dance show. Buyers receive a traditional Thai accessory
  - "Thai Boxing With Me" kick boxing show. Buyers receive traditional Muay Thai pants

"The MICE industry is constantly growing. Faced with strong competitors, professionals need to differentiate themselves with a strong and intelligible brand identity. As Taiwan is known for its delicacies, it is our pleasure to host an hour of happy hour on Day 1 afternoon, featuring Taiwanese delights while delegates mingle and enjoy the snacks provided. Aside from that, delegates can stop by our booth for complimentary candied gourd while we share what Taiwan has to offer." Said Eric Lin, Secretary-General of Taiwan Tourism Bureau.

Collaboration with established brands has played a significant role to ensure that attendees are actively engaged during the show. Upon completing their fulfilments and utilising the event app to rate their appointments, all buyers get a chance to walk away with lucky draw prizes including hotel stays, attraction tickets, Tokidoki Merlion STP Charms, travel accessories, IT gadgets and more from **EZ-Link, Indonesia Convention Exhibition, Invito Hotel, Palais de Chine, Pullman Hotels and Resorts, Sunway Resort Hotel & Spa, VE Hotel & Residence and Waterfront Hotels & Casinos.**

Thai buyers stand a chance to win additional exclusive prizes including flight tickets, attraction tickets and dining vouchers from **Blue Elephant Bangkok, Hotel Nikko Bali, JW Marriott, Resorts World Sentosa and Thai Airways.**

## Revamped 18<sup>th</sup> Sticky Awards

IT&CMA and CTW Asia-Pacific's very own recognition and appreciation programme for top-performing delegates has been reformatted to include new award titles such as Stickiest Destination, Stickiest Corporate Brands, Stickiest Pavilion Design & Experience, Stickiest Thai Buyers, Stickiest Function & Influencers, and more as well as a brand new voting format to enhance the segment's participation and entertainment value.

Aimed at motivating delegates to excel in their category, the Sticky Awards have been rewarding participants who have stood out and stuck on for having made a memorable impression on their fellow peers.

The new voting format involves delegates nominating winners via the event app on the first and second day of the show. Winners are selected from the top nominees through a live poll during the Sticky Awards luncheon taking place on the last show day.

For more information, log on to [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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## About IT&CMA 2019

**24 to 26 September | 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 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 Asia-Pacific'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.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac) | [www.itcma.com](http://www.itcma.com)

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