



Content Partners For New Dress Down For Inspiration (DDFI) Learning Festival Revealed

IT&CMA and CTW Asia-Pacific is partnering **ICCA, IMEX, PCMA, and SITE** – four of the industry’s biggest associations and trendsetters for its brand new learning festival DDFI.

Slated as the first knowledge segment of the 3-day doublebill event, the inaugural festival features **four parallel themes** close to the hearts of industry professionals, each helmed by one of its content partners. Themes will **run concurrently over 3 hours** - across different locations at official venue Bangkok Convention Centre on:

**22 September 2020, Tuesday
0900 – 1200hrs**

Meet Our Content Partners and Their Themes



PROFESSIONAL ADVANCEMENT & WELL-BEING

“Investment in professional advancement is crucial for future success. It is the key for organisations to stay competitive, relevant and viable. Our most prized assets are people, and it is important for their operating environment to be balanced and secured. Ensuring their well-being contributes not only to productivity and quality, but creativity – the next currency in the business world.”

Noor Ahmad Hamid, Regional Director (APAC)



INNOVATION & ENTERPRISE

“PCMA drives social and economic transformation by focusing on the magic that happens when we gather for experiences. DDFI presents an optimal opportunity for us to engage our audience by improving their event growth and ROI, through provocative event programming on how enterprising innovations are reimagining their operating environment.”

Karen Bolinger, Managing Director APAC



MENTORSHIP & FUTURE LEADERS

“Companies are constantly on the lookout for new talent. It is important for potential employers to learn how to establish their own unique brand. We are excited about delivering this education track as it resonates with our passion for inspiring the new generation of Future Leaders in shaping their careers in the events industry – through expert insights and connections from industry leaders at IT&CMA.”

Dale Hudson, Knowledge & Events Director



COMMUNITY & SUSTAINABILITY

“Community is our raison d’être. To connect, learn and shape the incentive travel industry together. We’ll also be delivering insights on Sustainability – a key focus for SITE and global businesses – in areas of stakeholder relationships, business ethics, resource conservation and waste emission to ensure our net contribution mitigates negative impacts.”

Pádraic Gilligan, Chief Marketing Officer