



**ICCA
ASIA
PACIFIC
SUMMIT 2019
PENANG**



5 – 6 December

Setia SPICE Convention Centre
Penang, Malaysia

*Journey
of
Discovery*

Organised by:



Supported by:



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Why Attend

- Learn **winning strategies** that have put Asia Pacific on the global business events radar
- Tap into the collective wealth of **knowledge and experience** of fellow ICCA Asia Pacific Chapter members
- Network with the **leaders and influencers** of business events in Asia Pacific at the joint ICCA Asia Pacific Summit 2019 and BE @ Penang 2019 social events
- Meet Malaysia's top outbound meetings agencies at the exclusive **Asia Pacific Meetings Destination Marketplace**

Preliminary Programme

DAY 1: THURSDAY, 5 DECEMBER 2019

0800 – 0845 *Registration & Welcome Breakfast*

0845 – 0930 **Opening Ceremony**

0930 – 1000 **Keynote Address**

James Rees, ICCA

1000 – 1045 *Morning Coffee Break with Business Hub*

1045 – 1130 **Teh Tarik with the ICCA President James Rees**

“Teh Tarik” literally translated as “pulled tea” is Malaysia’s ‘national drink’ or the perfect excuse to gather people and chit chat the night away. This is your chance to get up close and personal with James Rees, Executive Director of ExCeL London, who has helmed ICCA since November 2018. In this “You Ask, James Answers” coffee shop session, conducted in a relaxed, business casual way, come with your burning questions or ideas and share them with our President. This interactive session – with participation from the Chapter membership, virtual or live, will be moderated by Jane Vong Holmes. Jane has more than two decades experience in the meetings industry, with her time split as a former ICCA staff and now as Senior Manager Asia of GainingEdge, a ICCA member.

Key takeaways:

1. Gain first-hand insights on how to leverage your ICCA membership in an increasingly competitive industry.
2. Learn about ICCA's direction for the future and how you can relate this to your own organizational goals.
3. How can you contribute and make an impact as a member of ICCA.
4. Find out biggest changes and trends in the meetings industry which can influence your business strategies.

Speaker:

1. *James Rees, ICCA*
2. *Jane Vong Holmes, GainingEdge*

1130 – 1230

Crouching Tiger Hidden Dragon

Just like the movie, ICCA Asia Pacific Chapter boasts a diverse pool of hidden talents and outstanding personalities. Come join us as we hear personal stories of these AP Tigers and Dragons to learn how to engage with ICCA and benefit from the membership.

Presenters:

1. *Chander Mansharamani, Alpcord Network Travel & Conference Management*
2. *Jason Yeh, GIS Group*
3. *TBA*
4. *TBA*

Moderator:

Jay Martens, Talk2Media

Creativity in Research

There is more to research than just data. Find out from the Asia Pacific's elite group of researchers on how they use the ICCA Database as an intel to link with thought leaders and economic clusters, as well as extrapolating the data for their business models.

Presenters:

1. *Doris Liu, Hangzhou International Expo Center*
2. *Tess Kidman, Adelaide Convention and Visitors Bureau*
3. *Varun Mehrotra, Hyderabad International Convention Centre – CCCPL*
4. *TBA*

Moderator:

Aneida Kahar, Business Events Sarawak

1230 – 1400

Networking Lunch

1400 – 1530

Journey of Discovery

Two decades ago, ICCA Asia Pacific Chapter was a mere grouping of 100 member organisations. Today, we stand strong with almost 300 members covering 16 countries and territories, making us the largest Chapter within ICCA global network. Moving forward, how do we unlock and leverage our diversity and expertise for latent possibilities for partnership and business opportunities within ourselves? What are the touchpoints that connect us as a Chapter and what is next for us?

Key Takeaways:

1. How can we as chapter members collaborate & sustain the momentum build at this summit for the long term?
2. Look at the power of the region and initiate possible cross-city partnership

Facilitators:

1. *Gary Grimmer, GainingEdge*
2. *Roy Sheppard, Facilitator.Expert*

1530 – 1600

Afternoon Coffee Break with Business Hub

1600 – 1645

Your viewpoint matters!

Join us in this exciting verbal war to stand your ground on major issues revolving around the region. Motions will be presented, make sure you come with your thinking caps!

Facilitator:

Noor Ahmad Hamid, ICCA

1645

End of Day 1 sessions. Shuttle back to hotels

1800

Shuttle to Dinner Venue

1930

Dinner Hosted by Penang Convention & Exhibition Bureau

DAY 2 : FRIDAY, 6 DECEMBER 2019

0800 – 0900 *Penang Kopitiam Breakfast*

0900 – 1030 **By Default or By Design?**

Many meetings underperform in terms of outcomes and results. The main reason for this is that their programmes are created following standardized formats, such as classroom teaching. What good, effective meetings need instead of default programmes, is well-designed ones, as a result of professional Meeting Design!

In this Workshop, you will experience how Meeting Design works in practice. You will have the unique opportunity to work with pioneering Meeting Designers Han Chiang and Mike van der Vijver. They will introduce you to the Meeting Design Triangle as a tool to create more effective meeting programmes.

Don't expect long theoretical considerations – this session will make you move your body so that your mind starts moving, as well.

Facilitators:

1. Han Chiang, Orange Gibbon
 2. Mike van der Vijver, Orange Gibbon
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1030 –1100 *Morning Coffee Break with Business Hub*

1100 – 1200 **CEO Deep Dive**

This session is opened for C-level executives including CEO, MD, GM etc.

Facilitators:

1. Mike van der Vijver, Orange Gibbon
2. Roy Sheppard, Facilitator.Expert
3. TBA

Limited to 60-person, pre-registration is required.*

Bidding Stories

Not all bid journeys are equal and end on happy note. Nor are they a walk in the park. Let's hear from the experts as they share their bid journeys and whether they land victorious.

Speakers:

1. Jean Hendry, Tourism New Zealand
2. Keiko Nishimoto, Kyoto University
3. TBA

Facilitator:

Angeline van den Broecke, Kuala Lumpur Convention Center

1200 – 1230

What's the Buzz on Digital Marketing

Conquer your fear of missing out and start harnessing digital tools to go beyond awareness to hit successful conversions.

Presenter: TBA

Facilitator: TBA

1230 – 1400 *Lunch*

1400 – 1445 **Where Fairy Dust Meets Business Events**

Elevating delegate experience is creating quite the buzz in our industry. How can you create immersive experiences so that your clients will talk about your events for years to come?

Presenters:

1. *Mala Dorasamy, Malaysia International*
2. *Trade and Exhibition Centre*
Eric Abramson, GL Events
3. *TBA*

Moderator:

TBA

“Sustain-Ability” in Business Events

Sustainability has been a hot topic for years – so why is it taking so long for the BE industry to catch up? Our industry has a bigger role to play in measuring and promoting sustainability. How are we going to create and develop best green practices?

Presenters:

1. *Mandy Luk, AsiaWorld Expo*
2. *Trần Gia Ngọc Phương (Gia), Ariana Convention Centre Danang*
3. *TBA*

Moderator:

TBA

1445 – 1615 **Building a Legacy for the Future**

How can association meetings help your destination build a legacy for the future? Is it possible for association meetings to help formulate and drive solutions for challenges your community is facing? This session explores the potential of meetings beyond the economic impact.

Key Takeaways:

1. Understanding the importance of legacy and legacy planning
2. How to communicate your legacy effectively

Facilitator: *Gary Grimmer, GainingEdge*

Presenters:

1. *Amelia Roziman, Business Events Sarawak*
2. *TBA*
3. *TBA*

1615 – 1645 *Afternoon Coffee Break with Business Hub*

1645 – 1715 **Closing Keynote: BE OF THE FUTURE NOW**
This is your time to RISE to BE OF THE FUTURE NOW.

Guest Speaker:

Robin Sieger, Sieger International

1715 – 1830 **Closing Ceremony**

1830 (till late) **Finale Party @ SPICE Rooftop Garden Hosted by PCEB and Setia SPICE Convention Centre**

Please note, that the sessions including timings, format and speakers are subject to change.

The ICCA Asia Pacific Chapter Summit is run concurrently with the BE @ Penang. Sessions indicated in GREEN on Day 1 are for ICCA members only. All other sessions are opened to both the ICCA Asia Pacific Chapter Summit & BE @ Penang delegates.

Journey of Discovery

The ICCA Asia Pacific Summit 2019 in Penang is the first summit by the ICCA Asia Pacific Chapter, the largest chapter in the ICCA community. It is a summit by the members, for the members.

This two-days summit is designed as a platform for the Asia Pacific members to meet, network and discuss topics of common interest to pave the way for member-to-member collaboration. ICCA Asia Pacific Summit 2019 will bring together expert speakers from the global business events and ICCA Asia Pacific Chapter communities on a **Journey of Discovery**.

The collective community engagement and discussions will inspire our members to leverage on the power of our region in the global meetings industry, and to discover the potential legacy and impact of this industry to the economy and society.

We welcome you to join us in Penang, Malaysia for the first ever ICCA Asia Pacific Summit, this December 5 & 6!

ICCA Asia Pacific Summit 2019

Registration Fee

ICCA Member

USD 350

REGISTER iccaapsummit.com



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