



ITB
Asia

The Trade Show for the Asian Travel Market

Event Program 2011

itb-asia.com/events · 19–21 October



MBS Messe Berlin
Singapore

Events Schedule

itb-asia.com/events

17 Oct, Monday (page 3)	18 Oct, Tuesday (pages 3-6)	19 Oct, Wednesday (pages 6-11, 18)	20 Oct, Thursday (pages 11-14)	21 Oct, Friday (pages 14-18)
10.00–17.00 WIT Bootcamp Ballroom 2, Level 2 pre-registration necessary	09.00–18.00 Web in Travel I Ballroom 2, Level 2 additional fee applies	09.00–09.45 Opening Keynote by Paul Brown, Hilton Worldwide Theatre, Level 2 09.45 ITB Asia Official Ribbon Cutting Level 6 09.00–18.30 Web in Travel II Ballroom 2, Level 2 additional fee applies 13.00–14.00 Loyalty Programmes (Panel Discussion) Room 203, Level 2 14.00–15.00 Boutique Hotels (Panel Discussion) Room 203, Level 2 14.00–15.00 Responsible Tourism Clinics at ITB Asia Responsible Tourism Center, Level 6, T 15 18.30–20.30 Hilton Worldwide Cocktail, Conrad Centennial Singapore, Grand Ballroom strictly by invitation to buyers and media	09.00–10.00 Business Travel Plenary Session Ball Room 1, Level 2 on invitation 09.00–22.00 Association Day Ballroom 1, Level 2 pre-registration necessary 10.00–11.00, 14.00–15.00 Responsible Tourism Clinics at ITB Asia Responsible Tourism Center Level 6, T 15 14.00–17.00 ITB Asia Clinics I Level 6, F 27	09.00–10.00 ITB Berlin Business Breakfast hosted by David Ruetz Room 202, Level 2 09.00–12.00 TTG Travel Agent Conference Ballroom 2, Level 2 free access to pre-registered delegates 10.00–11.00 Women in Action Room 203, Level 2 11.00–13.00 Responsible Tourism Event & Networking Level 6, F 27 12.30–13.30 Luxury Travel Session Room 203 Level 2 14.00–15.00 Responsible Tourism Clinics at ITB Asia Responsible Tourism Center Level 6, T 15 15.00–17.00 ITB Asia Clinics II Level 6, F 27

- Web in Travel
- RT Events
- ITB Events
- Association Day
- Partner Events

PRESS CONFERENCES @ ITB ASIA

Room 208, Level 2

19 Oct, Wednesday	20 Oct, Thursday
11.15–12.00 ITB Asia Opening Press Conference	11.00–12.00 Hilton Worldwide
14.30–15.30 Singapore Tourism Board	14.00–15.00 Park Hotel Group
16.00–17.00 Tourism Authority of Thailand	15.30–16.30 Small Luxury Hotels of the World

Media Center presented by



Monday, 17 October

WIT BOOTCAMP – ENTREPRENEURSHIP & INNOVATION

Ballroom 2, Level 2, Suntec Singapore

The WIT Bootcamp: Entrepreneurship & Innovation returns for the second year with a strong focus on innovation, start-ups and new technology. The WIT Bootcamp, held Oct 17, the day before the main WIT Conference, is the meet-and-match place for travel tech professionals, entrepreneurs, innovators and investors.

The first half of the day will feature experts from across the region including Australia, Indonesia, China, Japan and India who will share the latest online travel trends emerging in their respective markets, with a focus on new start-ups.

The second half will feature a Start-Up Gallery in which up to 10 new travel start-ups, selected by the organizers, will pitch their business in 5 minutes each to a panel of mentors and investors.

The WIT Bootcamp is held as part of the WIT Conference, October 18–19. A ticket to the WIT Conference includes access to the WIT Bootcamp. Admission to the WIT Bootcamp only: S\$380 per person

* The WIT Bootcamp is supported by BANSEA (BUSINESS ANGEL NETWORK SOUTH EAST ASIA)

Tuesday, 18 October

WEB IN TRAVEL DAY 1

Ballroom 2, Level 2, Suntec Singapore

↳ Additional Fee applies (discount for ITB Asia delegates)

09.00–9.20 Opening Groove

It's been quite a year. So much has happened. New partnerships. Bold expansion. Fresh players. Asia's hot. Travel's hot. Online groove even hotter. The curtain will open on a sizzling note that captures the dynamism of the market.

09.20–10.00 Headline Act With The Influencers + Innovators

An opening session that is sure to make even more headlines and help you find the groove that matters, now and for the future.

Azran Osman Rani, CEO, AirAsiaX
Morten Lund, CEO, Everbread
Dhruv Shringi, CEO, Yatra, India
Rod Cuthbert, Founder & Chairman Emeritus, Viator Inc
Richard Wiegmann, Managing Director, Trust International
Interviewer: Yeoh Siew Hoon, Editor, Web In Travel

10.00–10.40 Get Into The Groove – Mobile Moves

To get into the groove, you got to know your groove. And we kick off with the hottest groove going on – the smartphone revolution. **Mobile X-Factor:** What are the X-factors that will truly move your company's mobile strategy ahead of your competitors? This session will look at the different stages of a mobile travel experience and share examples from the Inspiration stage to that Transaction bit to the Wow stuff that makes customers return for more. – *Gerry Samuels, Founder and Executive Director, MTT*

Panel: Anil Damodaran, Director of Point of Sales, Marketing & System Training, Abacus International
Lim Wee Khee, Deputy Director, Marketing Activation and Innovation, Singapore Tourism Board

10.40–11.00 Get Into The Groove with Customer Lover, Stephan Ekbergh, CEO, Travelstart, South Africa

11.00–11.30 Break

11.30–12.10 Marriages Made In Heaven Or Hell: Stories of Dream or Dangerous Liaisons?

Everyone knows you need the right partner to get by in life. And this year, quite a few partnerships have been forged in the bid by companies to expand into the region, and deepen their penetration in their respective grooves. WIT 2011 puts the spotlight on some of the partnerships and asks the question, will they live happily ever after?

Marriage 1: Wotif and Buffalo Tours, Vietnam
Robbie Cooke, Managing Director & Group CEO, Wotif Group
Tran Trong Kien, Founder & CEO, Buffalo Tours
Marriage 2: Wego + Holiday IQ
Martin Symes, CEO, Wego
Hari Nair, CEO, Holiday IQ
Priestess: Yeoh Siew Hoon, Editor, Web In Travel

12.10–12.40 The WIT Groove Debate 1

Search is the most cost effective form of digital marketing there is. It's measurable and clickable. Social media's fun but all it does is leave warm, fuzzy feelings with no real benefits to the bottomline. Plus, what does social have to do to get to where search is. A debate combined with a panel discussion to get to the heart of search and social in the marketing mix.

For:
Ali Yilmaz, Head of Travel, Google South-east Asia
Joe Nguyen, Vice President, South-east Asia, comScore Inc

Against:
Morris Sim, CEO & Co-Founder, Circos Brand Karma
Brian Payea, Head of Industry Relations, TripAdvisor
Provocateur: Robert Rosenstein, CEO, Agoda

12.40–13.00 The first two presentations of the inaugural WITovation Awards 2011, presented by Amadeus Asia

Social Groover
Mobile Mover

13.00–14.10 Hosted lunch

14.10–14.20 Thank Day at WIT Showcase – Kevin May, Editor, Tnooz

14.20–14.50 I Dream Of An Open World

With the influx of capital back into the travel industry, new entrants into the marketplace are at an all-time high, spurring innovation and change. But many new to the industry are stymied by a lack of access to data – product information, availability, pricing – from

suppliers and their major distribution partners. Could an open world bring the sexy back to travel and keep innovation coming in an industry that is increasingly being dominated by the big and getting bigger players? A session that looks at the arguments for an open travel world and that openness could truly make the World Wide Travel Web a reality.

Valyn Perini, CEO, Open Travel Alliance
Alex Kremer, Chief Operating Officer & Co-founder, Flextrip
Moderator: Kevin May, Editor, Tnooz

14.50–15.45 The WIT Groove Debate 2 + Panel

Debate: Deals + Yields: For Sure, Not A Marriage Made In Heaven. In Other Words, Deals Are Bad for Yields, Hell On Brands and a Nightmare for Rate Parity

For: Patrick Andres, Vice President, Sabre Hospitality Solutions, Asia Pacific

Against: Timothy Hughes, CEO, Getaway Lounge, Australia

Panel: Group deals, Private Sale, Flash Sale – however you define them, they are changing the way customers book travel and the way suppliers distribute. How can suppliers work with these sites, without allowing them to erode yields and damage established relationships?
Bryan Lewis, Chief Commercial Officer, Agoda
Tai Parata, Managing Director, Travel, Ensogo
Patrick Linden, Co-founder and CEO, Dealguru Holdings, Singapore
Remy Merckx, VP e-Commerce Sales & Distribution, Accor
Tom Gallagher, Executive Vice President, Revenue Generation, Pegasus Solutions

Provocateurs:
Timothy Hughes, CEO, Getaway Lounge, Australia
Patrick Andres, Vice President, Sabre Hospitality Solutions, Asia Pacific

15.45–16.00 Getting Your Asian Online Strategy Right

So you want to enter the world's fastest growing and changing market and are wondering how? Or you are already in the region but want to grow your market share and dig deeper into specific markets or niches? Clement Wong, director, research, PhoCusWright will share insights behind the numbers and suggest ideas on how to do it right.

16.00–16.30 Coffee Break

16.30–17.10 Masters of the Search Groove

Search remains the most contested space in travel. UK-based Skyscanner has moved into Asia. The giants have entered the space – Google and ITA Software, and Baidu has invested in Qunar. Niche search sites are gaining traction from Australia to Japan. What's up in the topsy-turvy world of search? And how is the battle being fought on mobile? A panel that will probe the search groove and ask the hard questions.

The Searchers:
Barry Smith, Director of Global Data Services and Mobile & Co-Founder, Skyscanner, UK

Ian Cumming, Founder, GetFlight, Australia
 Kei Shibata, CEO and Co-Founder, Venture Republic (travel.jp and hotel.jp)
 Hichame Assi, Head of International Strategy and Online Marketing, Hotelscombined.com, Australia
 Niklas Andreen, Group Vice President, Hospitality and Partner Marketing, Travelport GDS
 Moderator: Fritz Demopoulos (Former CEO, Qunar)

17.10–17.50 Dream of The Red Hot Groove

The battle for China intensifies. Everyone's after a slice of the pie, which is fragmenting, as the Chinese travel market matures. In this session, we look at what the established players are doing, and introduce new players that could make the China play more interesting and groovier.

Frank Lin, CEO & Co-Founder, myALN.com, Affordable Luxury Network
 Vincent Gong, Lashou
 Joseph Xia, Director of Sales & Marketing, Jin Jiang International E-Commerce
 Moderator: Charlie Li, Founder, Travel Daily, China
 Provocateur: Fritz Demopoulos, (Former CEO, Qunar)

17.50 Close of Day One

✦ From 18.00 Happy Hour, Co-hosted by WIT + Tnooz, Sponsored by Abacus International

Wednesday, 19 October

09.00 **Opening Keynote "THE IMPACT OF DEMOGRAPHY AND TECHNOLOGY ON MICE BUSINESS IN ASIA"**
 Theatre, Suntec Singapore

Meetings and conventions are extremely important offerings for both business and leisure customers and this not expected to decline any time soon. In fact, a strong case can be made that the pace of demand for meetings and conventions products will continue to increase over the foreseeable future. However, massive and rapid changes in demographics, particularly in Asia Pacific, as well as advances in technology, including video conferencing and social media, will have significant implications on the meetings and conventions space, especially in the reasons for and composition of meetings and conventions business. The combination of these factors will have many implications on what meetings planners and hotels should consider for their products in the future.

Speaker:
 Paul Brown, Worldwide's President of Global Brands & Commercial Services, Hilton Worldwide

09.45 **ITB Asia Opening Ceremony & Ribbon Cutting**
 Level 6, Suntec Singapore

WEB IN TRAVEL DAY 2

Ballroom 2, Level 2, Suntec Singapore

✦ Additional Fee applies (discount for ITB Asia delegates)

09.00–09.10 Opening

09.10–09.40 The Pitch From The Top: This Is My Groove

We challenge our panel of leaders to pick a groove they think will change travel and that they feel most passionate about and argue for it, all in 3 minutes each. You choose who gives the most convincing argument. Followed by a panel discussion.

Robert Bailey, President, Abacus International
 Patrick Andres, Vice President Asia Pacific, Sabre Hospitality Solutions
 Sascha Hausmann, CEO, eRevMax
 Jason Nash, VP Product Innovation, Travelport GDS
 Moderator: Yeoh Siew Hoon, Editor, Web In Travel

09.40–10.40 The Marketing Groove

Marketing is being revolutionized with the explosion of different channels and intense media fragmentation. Is there a risk that there could be too many players in the orchestra and that the harmony and overall message – the groove – of your brand, could get lost amid all the changing channels? How do you keep your storyline intact while engaging with all these different channels? And where will the bulk of marketing dollars go to in the future – search, social or mobile?

The New Communication Groove: Some Ideas For Travel
 A presentation by Kensuke Joji, Hakuodo DY Media Partners Inc, Chief Technical Media Producer

Panel:

Michael Goh, Senior Vice President-Sales & Marketing, Star Cruises
 Khairul Syahar Khalid, Head, Advertising & Promotions, Malaysia Airlines

10.40–11.00 WITovation Awards 2011, presented by Amadeus Asia The Specialista

Customer Lover
 Groovy Marketer

11.00–11.30 Break

11.30–12.00 Spotlight on India + Indonesia

Two huge markets but a big world of difference between the two. One is maturing, yet still seeing explosive growth. The other is emerging and about to see explosive growth. Two different perspectives but a common goal – how can you tap the opportunities in these two markets?

Amit Saberwal, Director, International Market Development, Makemytrip, India; Rajeev Kumar, CEO + Managing Director, Mystifly Consulting, India; Danny Oei Wirianto, CEO, Mindtalk, Indonesia; Graham Hills, General Manager, Wego, Indonesia
 Moderator: Brett Henry, Vice President Marketing and Vice President India, Abacus International

12.00–12.20 Best of The WIT Bootcamp: Hot Ideas in Start-Ups

A summary from our panel of judges and mentors from the WIT Start-Up Gallery.

Chairs: Don Birch + Timothy O'Neil Dunne, Managing Partner, T2Impact

12.20–13.00 Riding The Revenue Revolution

The smartphone is changing guest behaviour in how they book their hotels. Then there are new channels like Facebook-embedded booking engines, and group purchasing, private sale and deal sites, and location-based check-in deals. How do you manage revenues in this tidal wave of change and surely, isn't it time for revolution, not evolution?

Panel:

Jack Tan, Chief Strategic Marketing and Technology Officer, Solare Hotels and Resorts, Japan

Siv Forlie, Head of Revenue Management, Shangri-La International Hotel Management, Hong Kong

Sean Seah, Director E-Commerce, Langham Hospitality Group, Hong Kong
Moderator: Grahame Tate, Managing Director, IDEaS Asia Pacific

13.00–14.00 Own Lunch**14.00–14.10 The WIT Groove Debate 3**

I will never ever hire a social media expert, and here's why. – *Luke Clark, Launch Editor, Discovery Channel Magazine, Novus Media Solutions Asia*

And here's why you should hire a social media expert – *Loh Lik Peng, Owner, New Majestic*

14.10–14.50 Putting The Groove Back Into Content

Content is everywhere, and it's free. And if it's not free, it's cheap. Are there parallels between the music business and travel? In music, authoritative content and point of purchase have largely been decoupled – remember those days when record stores were the authoritative content sources? Is travel decoupling in a similar way? Are we seeing the end of quality content that's curated and that truly inspires travellers? Or will the fragmentation of devices put the groove back into content?

Panel:

Bikram S Sohal, Vice President & General Manager, CNNGo, Turner International, Hong Kong

Giles Longhurst, Director, Frommer's Unlimited, UK
Daniel Quadt, Founder & CEO, GuideGecko, Singapore

Luke Clark, Launch Editor, Discovery Channel Magazine, Novus Media Solutions Asia

Moderator: Sean Simmons, Wotif Group

14.50–15.30 Sugoi* Japan (*awesome)

Despite its troubles, Japan remains an awesome destination and an attractive outbound travel market for destinations around the world. Indeed, where would we all be without the Japanese traveller who first visited our shores in the 70s and 80s? In this session, we peel the layers back on the changing customer in Japan, look at a new and interesting space in hospitality, the ryokans, and look at what's new in the digital travel space as Japanese brands look to expand

overseas, and travel suppliers seek to enter The Land of the Rising Sun. *Yoshiharu Hoshino, President and Managing Director, Hoshino Resorts Inc*
Kei Shibata, CEO, Venture Republic
Co-moderators: Aya Aso, CEO, Agora Hospitalities + Yeoh Siew Hoon, Editor, Web In Travel

15.30–16.00 Break**16.00–16.30 Get Into The Groove – The Future of Social**

What's the future of social? Is it a state of mind or is it just something you do? Will it be Google+ or Facebook – how are these two networks changing search, social and travel? Will the future of sharing be one sign-in for all, or curated social networks where you can sort out your "real" friends from your "friends"? And how are smartphones changing the way people share?

Panel:

Jakob Riegger, Co-Founder & Managing Director, TrustYou, Germany
Danny Oei Wirianto, CEO, Mindtalk, Indonesia

Margery Lynn, Dachis Group South-east Asia
Moderator: Morris Sim, CEO + Co-Founder, Circos Brand Karma

16.30–16.50 Coffee with Dan Lynn, Managing Director, Expedia AirAsia

It was the most talked about "marriage" of the year – the bonding of the world's largest OTA and Asia's leading low cost airline brand. Months into the consummation, what's happening and how is the union being executed? What's the customer proposition? This interview will get to the bottom of the affair between the two brands.

16.50–17.30 The OTA & Hotel Relationship – Time For a Revolution or Reconciliation?

It's an uneasy marriage, the OTA and the hotel. The hotels need the OTA but they wish they didn't need it so much and they complain about the 25% commissions some of them have to pay. Some even call the OTAs "web vampires".

The OTAs – the big ones anyway – know they've got the hotels where they want them because of their scale, ability to aggregate demand and drive bookings and besides, often they are better than hotels at owning the customer. But with new distribution alternatives emerging – Google and its various tools, social media channels, smartphone apps – is it the right time for hotels to wrestle back control of inventory and customer or is it time for hotels to accept what the OTAs can do, and indeed do better than them, and see them as true partners rather than blood-sucking vampires?

Opening Salvo: Remy Merckx, VP e-Commerce Sales & Distribution, Accor

Panel:

Dan Lynn, CEO, Expedia AirAsia

Roshan Mendis, CEO, ZUJIITravelocity

Matthew Varley, General Manager, South-east Asia, Wotif Group
Paulo Salvador, Global Vice President of Marketing and Sales And Vice President for EMEA Region, Worldhotels

Clare Chiu, Director of Business Development, Warwick International Hotels, Hong Kong

Moderator: Maunik Thacker, Vice President, Revenue Optimisation, Marina Bay Sands, Singapore

17.30–17.40 The WIT Groove Debate 4: The Future Belongs to Self-Service, Full Service Is Just, Well, So Yesterday.

For: Barry Smith, Co-Founder, Director of Global Data Services and Mobile, Skyscanner, UK

Against: Martin Symes, CEO, Wego

17.40 Closing – Pick Your Groove

So you've heard it all. Taken in the ideas. Heard the debates. Digested the discussions. This is what you walk away with. Closing

18.30 Sugoi Japan Night

By invitation only, sponsored by Trust International and Worldhotels – a fund-raising event to raise funds for Living Dreams, for orphans of the March 11 tsunami

👉 **Buses leave for Takumi from Suntec Convention Centre between 18.00 and 18.30**

Wednesday, 19 October**LOYALTY PROGRAMMES: VALUABLE USP OR A COSTLY MUST-HAVE?**

Room 203, Level 2, Suntec Singapore

NEW**13.00–14.00****Panel discussion:**

Loyalty programmes have been adopted by almost every industry. While the travel industry is leading the way with innovative programmes offering attractive benefits, increasingly savvy travellers are now often spoilt for choice. It is an on-going challenge to attract and retain members and travel industry players often have to invest heavily in developing and updating their loyalty programmes to stay competitive. Playing catch up is an expensive game, and ultimately is the chase worth it? Are travellers growing weary of the usual loyalty marketing tactics and is there a smarter, more cost effective way of staying relevant to their needs? These questions will be discussed by leading personalities from the hospitality, airline and MICE industry.

Speaker: Sung-A Hong, Manager, Loyalty & Partner Marketing Asia Pacific, Starwood Hotels & Resorts Asia Pacific

Paul Kerr, President & CEO, Small Luxury Hotels of the World

Maria Taylor, Vice President Loyalty and Direct Sales, Accor Asia Pacific
Alfie Yee, Hilton Worldwide

BOUTIQUE HOTELS

Hotels: boutique, unique, designed. Extravagant niche or the new conservative?

Room 203, Level 2, Suntec Singapore

NEW**14.00–15.00****Panel discussion:**

The hospitality industry has been breeding a new type of hotel 'brand' that have one thing in common: they are all different! Boutique hotels pride themselves on offering experiences that are exclusive and unique from the major international chains. The big

question is who are their customers and are they there just for the novelty factor or do these boutique hotels have what it takes to keep customers for the long-term. Hear from both sides of the industry at this panel discussion. Leaders from the design hotel industry will share the secrets of their attraction and multinational hotel companies will also reveal their strategies on countering the competition.

Speaker: Arnaud Champenois, Brand Director, W Hotels and Le Méridien, Asia-Pacific

Paul Kerr, President & CEO, Small Luxury Hotels of the World
David Lama, Area Director of Sales and Marketing Asia Pacific, Design Hotels Singapore

Peng Loh Lik, Wanderlust, New Majestic, Hotel 1929...

Henry Maillet, General Manager, The Scarlet and The Saff

RT CLINICS AT THE ITB ASIA RESPONSIBLE TOURISM CENTER**NEW**

👉 Organized in co-operation with The Blue Yonder and Wild Asia

ITB Asia Responsible Tourism Center (Level 6; Hall 602/T15), Suntec Singapore

The Responsible Tourism Centre at ITB Asia is introducing a new engagement activity for trade show participants to speak with experts in sustainable tourism. The clinics combine RT experts from various fields including sustainable architecture, digital marketing and tourism management. Meet them at the Responsible Tourism Centre booth.

14.00–15.00 How to choose sustainable tourism partners in Asia

Speaker: Tran Trong Kien, Founder & CEO, Buffalo Tours

18.30–20.30 Hilton Worldwide Cocktail

Conrad Centennial Singapore, Grand Ballroom

👉 Strictly by invitation to buyers and media

Thursday, 20 October**RT CLINICS AT THE ITB ASIA RESPONSIBLE TOURISM CENTER**

👉 Organized in co-operation with The Blue Yonder and Wild Asia

ITB Asia Responsible Tourism Center (Level 6; Hall 602/T15), Suntec Singapore

10.00–11.00 Social media in tourism marketing

Expert: South Africa Tourism

14.00–15.00 Sustainable architecture

Expert: Ian Hall, founder of Arkitrek

Thursday 20 October

09.00–10.00

BUSINESS TRAVEL PLENARY SESSION

– Why Business Travel matters more than ever in Asia
Ballroom 1, Level 2, Suntec Singapore

NEW

09.00–10.00

THE GERMAN NATIONAL TOURIST BOARD

Do you want to get new inspiration and travel ideas?
Room 202, Level 2, Suntec Convention Centre Singapore

ITB ASIA CLINICS DAY 1 POWERED BY WIT

Level 6, Travel Technology Pavilion, Suntec Singapore

🔗 **Free admission for all WIT and ITB Asia delegates on a first-come-first-served basis.**

A series of free workshops aimed at giving practical, how-to tips in the digital travel space.

Expect tips on how to manage your online reputation from TripAdvisor and how to maximize your hotel distribution from RateTiger. Mobile innovation and social media best practices will also be covered in these how-to workshops.

14.00–15.30 Managing Your Online Reputation: TripAdvisor Master Class

An educational event for hospitality professionals. Hear case studies from industry experts, and learn essential online marketing strategies, including using tools to help you reach TripAdvisor's 40 million unique monthly visitors. Join us as we discuss marketing solutions to some of today's most pressing business challenges. Topics covered will include:

- Enhancing your TripAdvisor listing
 - Increasing direct booking traffic to your property site
 - Enhancing your website with free TripAdvisor tools
 - Maintaining a positive online reputation
 - Responding to guest reviews on TripAdvisor
 - Implementing strategies to help get more reviews on TripAdvisor
- Led by *Brian Payea, Head of Industry Relations, TripAdvisor*

15.45–17.15 The evolving world of online hotel distribution

Hotel distribution has changed rapidly in the past 10 years; the internet has provoked new sales strategies using new techniques to optimise visibility, presence and revenue per booking. In this session we will explore:

- How and what has changed
 - The emerging opportunities to increase bookings today and tomorrow
 - How hoteliers have taken advantage of internet bookings so far
 - The traditional channels, the current channels and the future channels
 - Social Media – a future role in revenue management or not?
- Led by: *Keith Povah, Division President, RTSuite, Rate Tiger*

ASSOCIATION DAY

Ballroom 1, Level 2, Suntec Singapore

🔗 **Exclusive for all invited Association executives only**

- Opening Welcome Remarks
- Presentation of Research Findings
- Business Travel Panel Session moderated
- Q&A Session

*Speaker: Melissa Ow, Assistant Chief Executive, STB
Adam Sacks, Managing Director, Tourism Economics
Chris Crowley, President, ACTE Board of Directors*

10.00–11.20 An overview of association management in the Asia Pacific Region

ASAE will share the results of a research study on the size and scope of associations in the Asia-Pacific region. Using the research findings as a starting point, an expert panel and participants will lead a discourse with the audience on current and future work in the Asia Pacific region around

three areas: Membership Recruitment and Retention, Talent Acquisition and Management; and Communicating the Value of Your Association.

Moderator: Greta Kotler, CAE, Chief Knowledge Officer, ASAE

Panelists:

*Steven Yeo, Vice President, HIMSS Asia & Middle East
Ajay Kakar, Secretary Treasurer, International Academy of Periodontology and VP, The Indian
Academy of Aesthetic and Cosmetic Dentistry
Joanna Kwok (TBA), Director, CFA Institute, Asia*

11.20–11.40 Networking Break

11.40–13.00 Designing New Learning Formats for Your Conference

Are you seeking ways to truly meet your member's learning needs? Traditional sessions where content leaders present material and then encourage discussion may work for some attendees but not all. Many are interested in diving into a topic where they can explore an issue indepth.

Others prefer the opportunity to have a conversation around a topic that matters to them and still others prefer to get their information in sound bytes. This session will identify a variety of session formats that you can easily implement at your next association meeting.

*Anne Blouin, CAE, Chief Learning Officer
ASAE: The Center for Association Leadership*

13.00–14.30 Networking Luncheon

14.30–15.00 Case Studies

You will get a chance to look at 3 events held in 3 different Asia environments. This session will highlight on the following:

- What worked and what did not work, and why?
- What lessons to be learned?

- What were the financial and non-financial benefits gained?
 - What challenges arose that were unique to each destination? How were they solved?
 - What was special about the event?
- Shannon Sweeney, Managing Director and Co-founder, Be Communications Asia (Former Editor CEI Magazine)*

15.00–15.30 Benefits and Challenges in Holding Association Meetings in Asia

Besides financial benefits and educating your attendees, organising association meetings in Asia can reap many benefits: be it your association's reach and influence in Asia, extending your association network to Asia, motivating your attendees to be better at what they do, developing technical know-how and more. This panel will explore the benefits of organising association meetings in Asia and discuss how to overcome the challenges and turn them into benefits. Moderator: Shannon Sweeney, Managing Director and Co-founder, Be Communications Asia

Panelists:

Kitty Wong, President, K & A International Co., Ltd, Taiwan
Bibiana Lau, Director, Sales Suntec Singapore
Marcel Ewals, Managing Director, Kenes Asia

15.30–15.50 Networking Break

15.50–16.35 Roundtable Discussions

These facilitated informal discussions will focus on few key topics that are of most interest to you. Topics include: How to differentiate your meetings from the competition? How to increase participation? How to create and communicate key values? How technology can be used? How to achieve best delegate experience? Ultimately, the goal is also to have good conversation amongst the participants. Moderator: Shannon Sweeney, Managing Director and Co-founder, Be Communications Asia

16.35–17.05 Looking into the crystal ball: Association meetings in the next 5 to 10 years

In this session, you will learn from ICCA on the outlook of Association meetings in the next 5 to 10 years, as well as outlook of organising association meetings in Asia and what Asia may need to attract more Association meetings into this region. Following the presentation, you will have an opportunity to plan your future meetings. *Noor Ahmad Hamid, Regional Director Asia Pacific International, Congress & Convention Association (ICCA)*

17.05–18.00 Buyers meet Sellers at the ITB Asia Trade Show Association

18.30–22.00 Networking Evening at the Marina Bay Sands

- Guided tour of the Sands Expo and Convention Centre, Sands Sky Park and the Marina Bay Sands Hotel
- Cocktail Reception, and watch the Wonder Full – The Light and Water Spectacular

🔑 Exclusive for all invited Association executives only

Friday, 21 October

09.00–10.00

ITB BERLIN BUSINESS BREAKFAST: How to find business in Europe – a closer look at the European source market

hosted by David Ruetz, Head of ITB Berlin

Room 202, Level 2, Suntec Singapore

10.00–11.00

DISCOVER LUXEMBOURG AS A TOURISTIC DESTINATION

Room 205, Level 2, Suntec Singapore

12.30–13.30

LUXURY TRAVEL SESSION:

NEW

10 things you need to know about Luxury Travel – Discover the opportunities for Asia, Room 203, Level 2, Suntec Singapore

RESPONSIBLE TOURISM EVENT & NETWORKING POWERED BY ITB ASIA

Level, 601/F27

🔑 Organized in co-operation with The Blue Yonder and Wild Asia.

11.00–13.00 The Responsible Tourism event will feature experts and practitioners in responsible tourism who will share their insights and know how for implementing sustainable best practices within your organization. The event will also feature three Inspiring Responsible Tourism stories in the region.

RT CLINICS AT THE ITB ASIA RESPONSIBLE TOURISM CENTER

NEW

🔑 Organized in co-operation with The Blue Yonder and Wild Asia.

ITB Asia Responsible Tourism Center Level 6; Hall 602/T15, Suntec Singapore

The Responsible Tourism Centre at ITB Asia is introducing a new engagement activity for trade show participants to speak with experts in sustainable tourism. The clinics combine RT experts from various fields including sustainable architecture, digital marketing and tourism management. Meet them at the Responsible Tourism Centre booth.

14.00–15.00 Can certification benefit your business?



Friday, 21 October

TTG TRAVEL AGENT CONFERENCE @ ITB ASIA

Ballroom 2, Level 2, Suntec Singapore

NEW

Free access to registered show delegates and TTG Asia readers

The first regional travel agents conference ever, a partnership between TTG Asia Media and ITB Asia, with a programme packed with practical lessons for travel agents to take home and apply to their businesses instantly. The event is free to travel agents attending ITB Asia and to TTG Asia readers. Be sure to register, as confirmation is on a first-come-first-served basis.

To register, visit: ttgasia.com/tac.

09.00–12.00 TTG Travel Agent Conference

1. Topic: Can you handle the truth?

Hans Lerch, CEO, Hotelplan Switzerland

- What's it about: The latest assessment on the future of the travel agency business. In what ways has it gotten worse and in what ways has it gotten better for the travel agent? The truth – no-holds-barred – about the business at this point in time and what you see happening in a span of the next three years. Leading to the conclusion: What you would do if you were an agent in Europe, and what you would do if you were an agent in Asia?

2. Topic: Can you handle online?

Martin Symes, CEO, WEGO

- What's it about: There's just one question Asian agents want to know, ie, How can you make money with online? You are giving them the answers: Where are the areas they have a real chance to make money (B2B, B2C, B2B2C, something else entirely, or nothing)? How they should go about doing it? What lessons so far on how NOT to do online? Leading to your honest, no-holds-barred take on whether you feel Asian agents have what it takes to handle online including the impact of the changing generation in the business.

3. Topic: How to retail travel today

Hui-Wan Chua, senior regional director Asia, Travelport

- What's it about: Got to be an eye-candy to get eyeballs. But travel retailing goes beyond just a great shopfront to encompass merchandising, fit-out, innovation, customer service, technology and creativity.

Learn from examples of great – and bad – travel retailing and get inspired from dynamic retail concepts from outside the travel trade.

4. Topic: How to buy travel today

Charee Guico, manager Travel Agent Distribution, South-east Asia, Expedia

- What's it about: A macro picture of how inventory is being distributed today and how agents should re-tune their perspective in order to buy travel effectively in today's world of multi-channels.

5. Topic: How to lose clients and win complaints

Sheldon Hee, general manager, Tradewinds Tours & Travel Singapore

What's it about: A critical but hilarious examination on why travel agents seem bent on losing clients and winning complaints. If you can identify with any of the examples presented, well, you might not be here for the next travel agent conference. Time for agents to get their act together, given the tenuous position they are already in.

6. Topic: How to achieve customer service excellence

Arthur Kiong, managing director hotel operations Asia-Pacific, and senior vice president group marketing services, Banyan Tree Hotels & Resorts

- What's it about: A broad perspective of changing customers and the key areas agents need to reboot in order to service more sophisticated, demanding and empowered clients today. A look at what why some agents are just top achievers, based on Banyan Tree's partnership with the trade, and who are the losers or the will-lose-outs.

7. Topic: Shoot for the stars

Panel: John Sutherland, Dreamscape Journeys, Singapore, Hajar Ali, Urban Nomads, Dennis Soon, CTC Private Collection

- What's it about: Niche agents are sprouting across Asia to cater to highly-customised travel, value-added trips you just cannot buy off the shelves or the Internet. How do they get ideas for unique travel experiences? How do they get clients to buy? Do they make money? Why are they doing it?

Speaker: Hajar Ali, Urban Nomads

Hui-Wan Chua, Senior regional director Asia, Travelport
Charee Guico, Manager Travel Agent Distribution, South-east Asia, Expedia; Sheldon Hee, General manager, Tradewinds Tours & Travel Singapore; Arthur Kiong, Managing director hotel operations Asia-Pacific, and senior vice president group marketing services, Banyan Tree Hotels & Resorts; Hans Lerch, CEO, Hotelplan Switzerland
Dennis Soon, CTC Private Collection; John Sutherland, Dreamscape Journeys, Singapore; Martin Symes, CEO, Wego

Media Partner:



WOMEN IN ACTION

Room 203, Level 2, Suntec Singapore

NEW

10.00–11.00 Women In Action

ITB Asia puts the spotlight on women travel leaders who have each achieved success and recognition in their respective fields. This session will share the stories of their journey, what they have done, why they do it and their vision for the future of travel and tourism.

Moderator: Yeoh Siew Hoon, Editor, Web In Travel

Speaker: Aya Aso, CEO & President, Agora Hospitality Co., Ltd
Clare Chiu, Director of Business Development, Warwick International Hotels; Jeanette Ho, VP Revenue Mgt & Distribution, Fairmont Raffles Hotels Intl.; Barbara Gallay, President, Frosch Travel (Frosch)
Suchada Yuvaboon, Chairman, Rose Garden Riverside Resort & Spa, Thailand

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