



IMEX-MPI-IT&CMA Future Leaders Forum
Tuesday & Wednesday
7 & 8 October 2008
Lotus Suites 1 & 2, Level 22
Bangkok Convention Centre at CentralWorld
Bangkok, Thailand

Tuesday 7 October 2008

09.30 – 10.00

Registration – outside Lotus Suite 1, Level 22, BCC

10.00 – 10.15

Welcome and Introduction to Leadership

The Forum will be moderated by Tom Hulton, Director of International Relations, IMEX

10.15 – 11.00

The Meetings Industry – Not a Job but a Career!

Tom Hulton, Director of International Relations, IMEX and Jane Vong Holmes, Manager, ICCA Asia Pacific

Synopsis

What is the meetings industry? How is this buoyant, valuable and expanding industry viewed by its employers and employees around the world especially in these troubled economic and political times? Is this an industry that you want to enter and enjoy as an exciting and worthwhile career? Tom and Jane look at developments, trends and the sustainability of the meetings industry followed by an open discussion.

11.00 – 11.30

Coffee Break

Lotus Suite 11, Level 22, BCC

11.30 – 12.00

Challenge Outline and Preparation

Creativity Challenge – each team must make a presentation to a group that wishes to sponsor an event. There are different event themes to choose from: Women, Business in the Asia Pacific Region, Social Entrepreneurship, Sustainability etc. Each team must design a creative marketing concept to get the judges to 'invest' in their event. A full brief will be given.

12.00 – 12.45

Presentations

Five teams will be allowed seven minutes each to present their concepts.

12.45 – 1300

Announcement of the Winning Team and Feedback on Session

13.00 – 14.00

Lunch Hosted by IMEX

Lotus Suite 11, Level 22, BCC

14.00 – 14.30

Cross-Cultural Understanding for Effective Business in the Meetings Industry

Tom Hulton, Director of International Relations, IMEX

Synopsis

Future leaders will be given an introduction to effective cross-cultural communication and understanding in the meetings industry and how, practically, this can give a competitive edge. The goal is more productive communication at meetings, exhibitions or conferences, and a better understanding of how to motivate people from different cultures.

14.30 – 15.00

Career Development and Education for Meeting Professionals

Michael Tay, Director of Operations Asia Pacific, MPI

Synopsis:

The development of meetings management curricula within academic institutions provides employers with more and more skilled young professionals who are deciding to work within the meetings industry. But do you know that there are actually career pathways within the meetings industry? If you decide to enter into the meetings industry, discover and explore the career opportunities lying in front of you!

15.00 – 15.30

The Role of the Professional Conference Organiser

Anthony Wong, Group Managing Director, Asian Overland Services Tours & Travel Sdn. Bhd

Synopsis

It has often been said that the only way to make money in the meetings industry is to become a PCO! Anthony will explore this myth (or truth) and share his secrets of managing one of the most successful PCO companies in the Asia Pacific. What is expected of a PCO? Is this the job for you? How does a PCO fit into the complex and fragmented world of the meetings industry? Anthony will reveal all to you!

15.30 – 15.45

Coffee Break

Lotus Suite 11, Level 22, BCC

15.45 – 16.15

Open Forum Discussion

16.15 – 17.15
Creating the Perfect Event!

Synopsis

Creativity has become one of the most important characteristics for a successful career in the meetings industry. Teams will be asked to create the perfect event for a major conference and will work together during this session (and overnight, if necessary!!) to present the winning formula to a panel of distinguished judges on Wednesday morning.

17.15 – 17.30
Summary of Day and Project for the Visit to IT&CMA and CTW Exhibition

19.30 – 22.30
Opening Ceremony, Welcome Cocktail and Dinner

Wednesday 8 October 2008

09.30 – 10.30
Visit the IT&CMA and CTW Exhibition

10.30 – 11.45
Coffee Break
Lotus Suite 4, Level 22, BCC

10.45 – 12.00
Report by Students on Show Project and Presentation of the Perfect Event

12.00 – 12.15
Close and Hand Out of Certificates of Participation

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