

MEDIA RELEASE

TTG Events, a Business Group of TTG Asia Media

MCI Group To Support Inaugural Association Day And Contribute To Corporate Travel Education Programme At IT&CM Events

Each Association Day expected to welcome some 40 international and local Association buyers

Singapore, January 9, 2013 – TTG Events has teamed up with world leading association & event management company MCI Group to bring Association Day as well as an education segment on incentive travel to each of the three IT&CM Events in Shanghai, China (IT&CM China), Delhi, India (IT&CM India) and Bangkok, Thailand (IT&CMA and CTW Asia-Pacific).

“Association Day was born in recognition for the need of a focused and comprehensive association executive programme consisting of tailored education, networking and structured business engagement sessions for association decision makers. Exhibitors at the IT&CM events are also very eager to explore business opportunities with association buyers.” said Mr. Darren Ng, Managing Director for TTG Asia Media. “In addition, all three IT&CM events are committed to strengthening their relevance and appeal to Corporate Travel professionals – another pivotal buyer group that our exhibitors are looking to meet. Our partnership with MCI Group will go a long way in achieving this duo-prong objective.

MCI Group will be lending its expertise to two half-day educational tracks. Topics will be catered specifically to attending association buyers and corporate travel professionals focused on Incentive Travel/Performance Improvement . The educational tracks for these two delegate groups will run concurrently alongside each other, with allocated slots for business appointments and networking with exhibitors at the event.

Familiar with organising educational programmes the world over, MCI Group views this partnership as a major opportunity to engage association and corporate travel executives and discuss the growth of their industry in Asia.

“Through the very nature of their job, association and corporate travel executives are isolated and have limited opportunities to interact and meet with peers who face the same strategic and operational challenges and issues. Each IT&CM Association Day and incentive travel education segment by MCI Group offers a unique opportunity for these association buyers and corporate travel executives to network with like-minded professionals and share issues and concerns they have in their own organisation, and learn best practices from experts in the field.” explains Robin Lokerman, President Asia Pacific & Americas of MCI Group.

He adds, “MCI group is looking to educate association buyers and corporate travel executives on best practices in association and incentive travel management respectively and the latest trends in Asia during our two half-day tracks. Expect a highly interactive programme focusing on key Asian issues of immediate concern and relevance. From a keynote session, to expert panel discussions of clients and

round-table discussions, the different meeting formats employed will allow all participants to contribute and learn.”

Through this partnership, MCI Group now joins Global Business Travel Association (GBTA) as the second organisation to contribute towards the IT&CM events’ corporate travel education programme.

The Association Competency Course for Professional Association Executives conducted by the Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE) will continue to be offered at IT&CM China and IT&CMA and CTW Asia-Pacific as part of its Association Day programme.

In its inaugural year, each Association Day is expected to see some 40 international and local association professional attending.

Each IT&CM event value adds differently as the profile mix of attending exhibitors and buyers are different. IT&CMA and CTW Asia-Pacific is regional and international centric, while IT&CM China and IT&CM India places a balance mix of international and domestic Chinese and Indian delegates respectively.

The first Association Day and Corporate Travel education programme will take place at IT&CM China 2013 on 18 April 2013. More information on these events will be released in the upcoming weeks.

For more information on the IT&CM events, please visit the following respective websites:

- IT&CM China www.itcmchina.com
- IT&CM India www.itcmindia.com
- IT&CMA and CTW Asia-Pacific www.itcma.com | www.corporatetravelworld.com

ABOUT TTG EVENTS

Delivering The World’s Business To One Marketplace.

TTG Asia Media’s Events group promotes business opportunities by staging international trade events that bring industry suppliers and buyers to one marketplace.

The group is the founder and organiser of the Incentive Travel & Conventions, Meetings (IT&CM) series of MICE and Corporate events in Thailand (**IT&CMA** and **CTW Asia-Pacific**), China (**IT&CM China**) and India (**IT&CM India**).

It is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (**ATF**) Travel Exchange (TRAVEX). Other core trade events include Singapore Gifts Show (**SGS**) and International Feng Shui Convention (**IFSC**).

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