



Inside the Fast Track

IT&CMA
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA

Corporate Travel World
CTW
Asia-Pacific

IT&CMA and CTW Asia-Pacific

11 – 13 October 2005

Pattaya Exhibition & Convention Hall, Thailand

Organised by



Supported by



Official Airline



Official Venue



Endorsing Associations



Supporting Associations



Sponsors



Taiwan External Trade Development Council

Official Publications

Business Travel News Asia-Pacific • Business Travel News China • TTG Asia • TTG China • TTG India • TTG mice

Supporting Publications

Business Travel News • CIM Australasia • CIM Conference & Incentive Management • Convention International • Events Magazine • Events Russia • Incentive • Incentives-Events-Meetings • Incentives & Meetings International • Incentiveworld.com • Korea Tourism News • MICE International • MICE Magazine • mice.net • Newsweek • Successful Meetings • The Quorum • Trav Talk • Travel Magazine • TTG Poland • TTG UK • Voyages d'affaires

In 2003, air traffic in the Asia-Pacific region made up US\$28 billion, or about 19 per cent of the global air traffic. By 2007, corporate travel in Asia-Pacific is expected to surge to about one-third of a global market worth US\$870 billion, the boom being fuelled by rapid economic growth and a growing trend towards consolidation and outsourcing.

Faced with this imminent growth explosion, how can corporate travel industry players best prepare themselves to tackle the challenges ahead?

The IT&CMA/CTW Asia-Pacific 2005 Conference will be the perfect opportunity to put yourself in high gear. Themed Inside the Fast Track, the jam-packed conference aims to supply you with the latest industry updates, new knowledge, skills certification and networking opportunities, all at warp speed.

Programme Highlights:

- NEW! You can engage in dialogue with travel managers from Asia, USA and Europe in a special Travel Managers' Roundtable (4th NBTA Global Travel Management Exchange Forum) discussing real time developments and issues.
- NEW! For the first time, you can take certification programmes conducted by the National Business Travel Association (NBTA):
 - Fast Track to Certification - Session 1 (Beginners Level): RFP Programme
 - Fast Track to Certification - Session 2 (Intermediate Level): Contract Negotiation
 - Fast Track to Certification - Session 3 (Advanced Level): Travel Managers' Best Practices
- IT&CMA/CTW Icebreaker & Keynote Session – *Feel the Magic!* and *Fast Track to the Future*
- CTW Table-Top Exhibition – meet and source for corporate travel suppliers
- CTW Business Appointments – make appointments through the Online Diary to meet MICE suppliers
- CTW Passport to 2006 – fulfill 20 appointments and you are eligible for the Travel Manager Hosting Programme for 2006
- Networking and More Networking – a host of social activities such as breakfasts, luncheons, dinners and late night functions
- Pre and post-show tours to exciting destinations in Thailand, Myanmar and Vietnam (for Hosted Corporate Travel Managers only)

Host Country Thailand & Official Venue PEACH

Thailand is the natural destination for any event. The best hotels and convention facilities, friendly charming people, colourful culture, great value for money, championship golf courses, elegant spas, fabulous food, and some of the highest service standards all contribute to what makes Thailand an appealing MICE and Corporate Travel choice.



- 1) Royal Cliff Beach Hotel
- 2) Royal Cliff Terrace
- 3) Royal Cliff Grand
- 4) Royal Wing & Spa
- 5) Cliff Spa
- 6) Cliff Spa at the Royal Wing
- 7) Royal Cliff Sports & Fitness Club (by membership)
- 8) Royal Cliff School of Thai Culinary Arts
- 9) PEACH (Pattaya Exhibition and Convention Hall)
- 10) Island Dream resort catamaran
- 11) Royal Cliff Salon
- 12) Royal Cliff Beach Hotel swimming pool (all guests)
- 13) Royal Cliff Grand swimming pool (all guests)
- 14) Royal Wing & Spa swimming pool (Royal Wing & Spa guests only)
- 15) 3-Hole Putting Green
- 16) Tennis Courts
- 17) Watersports
- 18) Steps to Beach
- 19) Lift to Beach
- 20) Beach Bar
- 21) Lotus Pond & Gardens
- 22) Sunset Terrace
- 23) Presidential Suite Beach Salas



The award-winning Pattaya Exhibition and Convention Hall (PEACH) is the choice venue to host our main event. New and incorporating the latest and sophisticated facilities, the multi-purpose exhibition and convention centre boasts a 5,800 seat arena, excluding a vast outdoor space. It's conveniently located on the grounds of the five-star Royal Cliff Beach Resort, and connected by new highways to the city centre and new international airport.

Pattaya - Reborn, Rejuvenated!

When you shed your jackets, shed off your previous impressions of Pattaya. Located on the eastern seaboard of Thailand, the famous resort has been transformed with a US\$500 million waterfront and city rejuvenation programme. Pattaya is home to 20 golf courses and more than 25 theme parks and entertainment outlets. Such prestigious names as the Sheraton, Accor and Hard Rock have added polish to the bright brand-new looking gem of the East. Plus, Pattaya will have ready, in early 2006, its very own US\$2.7 billion Suvarnabhumi International Airport, putting itself on the very pulse of international air routes.

About IT&CMA and CTW Asia-Pacific

Now in its 13th year, IT&CMA is the region's premier meetings and incentive travel show and is attended by thousands of delegates from more than 36 countries. It is a platform for promoting

the Asia-Pacific region as a MICE (Meetings, Incentives, Conventions & Exhibitions) destination as well as a source for MICE visitors.

Now in its 8th year, CTW is a conference and exhibition on Corporate Travel & Entertainment (T&E) management in the Asia-Pacific region. It is a platform for hundreds of corporate travel managers, procurement executives, travel agencies and suppliers to meet and discuss the impact of global and regional issues on business travel.

Strategic Partnership with NBTA

Once again, CTW Asia-Pacific 2005 is partnering with the National Business Travel Association (NBTA) to organise the 4th Global Travel Management Exchange Forum (GTMEF) in Pattaya. The GTMEF is an invaluable opportunity for US travel managers and their global counterparts to come together and discuss the most critical industry issues.

Established in 1968 and headquartered in Virginia, USA, the NBTA is the authoritative voice of the business travel community, representing over 2,500 corporate travel managers and travel service providers who collectively manage and direct more than \$170 billion of expenditures within the business travel industry.

NBTA also focuses on global outreach through the Paragon Partnership, a strategic international alliance with business travel associations representing countries in Australasia, Europe, North America and South America. Visit NBTA at www.nbta.org.



10 October 2005, Monday

1030-1800hrs **Registration for IT&CMA/CTW Conference Delegates and Speakers**

11 October 2005, Tuesday

0900-1100hrs **IT&CMA Workshop**
Executive Series: Fast Track to Sales Excellence

An accelerated program for those who want to learn or relearn how to prospect for clients, how to conduct presentations and how to talk to people about your business.

Part 1 – Identify and reach potential clients and stay in touch with existing clients to grow your business profitably. You will learn over a dozen key tips, tools and techniques to prospect, stay in touch, advertise for free, cross promote, creative sales and marketing solutions and more.

Michael Podolinsky, CEO, Podolinsky International

1115-1230hrs **IT&CMA/CTW Special Presentation**
Feel the Magic!

An ice-breaker, a visual treat and an education session all rolled into one, *Feel the Magic* is a special presentation to put IT&CMA and CTW delegates in the mood to network and to learn as much from the conference proper. And what better way to do that than to hear and see for themselves how Asia's biggest attraction to open in years, Hong Kong Disneyland, planned its spectacular, million-dollar opening ceremony that was a zealously-guarded secret until opening day on September 12. Draw lessons from the planning of one of the biggest openings ever in Asia, or simply sit back, feel the magic, let your creative juices flow and be inspired to do better in your area of work.

Roy Tan Hardy, Vice President, Sales & Marketing, Hong Kong Disneyland

1410-1530hrs **Welcome & Opening Address and Keynote Session**

Fast Track to the Future

Tourism is the world's largest industry, with nearly 760 million international tourist arrivals in 2004 and total revenues of more than US\$500 billion. With such staggering figures, let's go crystal ball gazing into the future of travel in transportation, destinations, technology, products, jobs and more. Flying cars. Cities in the sky. Colonies on the moon. Such flights of sci-fi fantasy can only be unimaginable to us now but totally imaginable in the next decade or so.

Rohit Talwar, Global Futurist and CEO, Fast Future

12 October 2005, Wednesday

0800-0900hrs **IT&CMA Seminar 1A**
Breakfast hosted by TICA
Gaining Customer Confidence - Risk Management Tips



An informative session on Risk Management in the travel and meetings industry, giving examples of risks and how to manage these risks.

Assistant Professor Thitivadee Chaiyawat, Department of Statistics, Faculty of Commerce & Accountancy, Chulalongkorn University



IT&CMA Seminar 1B
Breakfast hosted by SITE
Motivation in the 21st Century: What is in it for me?

Lex Granaada, Managing Partner, Granaada & Partner and SITE International Board/President Elect 2005 and Co-Speaker

0900 - 1000hrs **CTW Breakout Session 1A**
Fast Track to Certification - Session 1 (Beginners Level)
RFP Programme

This session looks at the available tools for the management and purchasing of Travel & Entertainment (T&E). It shows how to formulate a tender programme, how to use current online RFP options to pick suppliers to deliver "best value" for your organisation, and how these electronic RFPs can improve the process and offer real cost savings.

NBTA Certification Leader

CTW Breakout Session 1B
Fast Track to Measuring ROI
CASE STUDY

Till today, travel management is still misunderstood and undervalued by many corporations. Find out from experienced professionals the steps to take to measure ROI successfully. Learn how to manage and negotiate travel-related services to provide measurable financial benefits to the company, and how to create an action plan and future strategy.

NBTA Speaker

CTW Breakout Session 1C
Fast Track to Crisis Management
CASE STUDY

In unexpected times, an effective crisis management programme is critical for ensuring safe and efficient travel for the company's employees. Corporate travel managers share their expertise, experience and insights and the changes they have instituted for their travel programmes.

Wendy Reynolds, Travel Service Manager - Asia Pacific, Hewlett Packard Company

CTW Breakout Session 2A
Fast Track to Certification - Session 2 (Intermediate Level)
Contract Negotiation

This session introduces useful information and tips on supplier selection and contract management. It focuses on learning the negotiation skills and techniques required of an effective travel manager.

NBTA Certification Leader

CTW Breakout Session 2B
Fast Track to Technology

A look at the new and emerging technology tools for travel bookings, expense management, reporting, examining the pros and cons of each of these for corporate travel managers and business travellers.

Johnny Thorsen, General Manager, Candant Corporate Travel Solutions, Asia Pacific (For CTW Delegates)

CTW Breakout Session 2C
Virtual Meetings: Has it Arrived?

Since the advent of video conferencing, the adoption rate has been low due to high cost, lack of infrastructure, time differences etc. How has online meeting facilities such as video conferencing, virtual meetings and other new technologies by corporations fared so far? In a real-time demo, listen to an industry expert talk on the various options out there and the pros and cons of each.

Speaker

CTW Industry Presentation
4th Asia Pacific Corporate Travel Research Survey by
BTN Asia-Pacific and Airclaims Limited

Now in its fourth year, this annual industry survey - conducted among corporate travel agencies, managers and suppliers in Asia - continues to track the outlook, growth and business trends in the corporate travel industry in the region.

Peter Morris, Economist, Chief Economist, Airclaims Limited

IT&CMA/CTW Workshop 2
Executive Series: Fast Track to Sales Excellence

An accelerated program for those who want to learn or relearn how to prospect for clients, how to conduct presentations and how to talk to people about your business.

Part 2 – A highly interactive session on creating and delivering powerful presentations that are interactive and fun using the Podolinsky's ABCD Formula. Every participant will receive a free Presentation Pocket Guide® to make giving any presentation in the future easy and a joy.

Michael Podolinsky, CEO, Podolinsky International

13 October 2004, Thursday

0800-0900hrs **IT&CMA Seminar 2A**
ASSOCIATIONS Track: The Future of Association Meetings

With members' increased demands for ROI for their time and money, associations are looking at innovative ways to improve their meetings to become a key vehicle for marketing their association. Hear associations speak and share

their experiences and challenges with suppliers, government etc interested in tapping association meetings. How can all parties work together to meet the challenges and demands in a competitive and changing environment?

Susan Sarfati, President & CEO, The Center for Leadership and Executive Vice President of ASAE

IT&CMA Seminar 2B
The Staging of the IOC Session: Case Study for Event Management

By hosting the next best thing to the 2012 Summer Olympic Games, Singapore grabs the global platform by hosting the 117th International Olympic Committee (IOC) Session in July this year. This case study shows what it takes for the Lion City to successfully win the bid to host the event, for the organising committee to pull off the grand scale of the event, as well as the challenges the organisers faced in managing the event such as security for attending heads of nations and sports celebrities and the 1,500 media from all over the world.

Oon Jin Teik, CEO, Singapore Sports Council

CTW Panel Discussion
Corporate Travel: Real Issues, Real Solutions

Following the pre-conference GTMEF roundtable, this session highlights key challenges and concerns in their work place brought up and discussed by corporate travel managers themselves. In this open forum for all, a panel of industry practitioners and suppliers share their insights on these issues and brainstorm on ideas for solutions.

Moderated by industry consultants and specialists

CTW Breakout Session 3A
Fast Track to Certification - Session 3 (Advanced Level)
Travel Managers' Best Practices

How are your procurement and payment practices measuring up? A certification workshop on Travel & Entertainment Best Practices to manage T&E expenses, one of the largest controllable indirect expenses in an organisation.

NBTA Certification Leader

CTW Breakout Session 3B
Fast Track to Aviation: New Realities

This session starts with an overview of the state of the air transport industry. Amidst an ever challenging and evolving landscape, airlines are realising that one model is no longer enough. Find out what airlines are doing to stay commercially viable and the opportunities and threats faced by corporate travel planners and managers as a result of changing models.

Vasing Kittikul, President, Airline Club of Thailand and Executive Vice President, Commercial Department, Thai Airways International; and Speaker from LCC

CTW Breakout Session 3C
Fast Track to China: New Realities

With a booming economy and proliferation of foreign companies, China is Asia's fastest growing corporate travel market. However, this billion-dollar industry is yielding a new set of challenges for travel suppliers, planners and buyers. Find out from travel professionals and suppliers the complications they face in doing business and what they are doing to overcome these challenges.

Speakers

CTW Closing Session
Stop ... and Smell the Flowers

A breather and fitting close to "Inside the Fast Track", this session shows us that there is more to life than travel, work and non-stop meetings. What's the plan for sanity from the professional grind, the long hours, the relentless pressure, the constant travel? Stress Management. This closing session is dedicated to your healthy body and peace of mind on business trips, at the office, and at home.

Jayne Storey, coach, speaker and writer

Conference Registration Form

CTW 2005 Conference Package & Fees:

- * IT&CMA/CTW Special Presentation & Keynote Speech (11 October)
- * Two-day CTW Conference (12 & 13 October)
- * Access to official networking and social functions (except those specified for buyers, travel managers and media only)

Conference Early Bird Rate: US\$250 (for bookings received by 31 May 2005)
Conference Standard Rate: US\$280 (for bookings received after 31 May 2005)

Please complete and return this form to: **TTG Asia Media Pte Ltd**
9 Battery Road, #17-02/12 Straits Trading Building, Singapore 049910
Tel: (65) 6395 7555 Fax: (65) 6536 0896 Email: ctw@ttgasia.com

Delegate Particulars

Name: _____
Designation: _____
Company: _____
Address: _____
Country: _____
Tel: _____ Fax: _____ Email: _____

Breakout Sessions

Please refer to the programme and note that sessions A, B, and C run concurrently. Please tick ✓ the sessions you wish to attend accordingly.

12 October 2005

- | | | |
|---|---|---|
| <input type="checkbox"/> Session 1A
Fast Track to Certification - Session 1 | <input type="checkbox"/> Session 1B
Fast Track to Measuring ROI | <input type="checkbox"/> Session 1C
Fast Track to Crisis Management |
| <input type="checkbox"/> Session 2A
Fast Track to Certification - Session 2 | <input type="checkbox"/> Session 2B
Fast Track to Technology | <input type="checkbox"/> Session 2C
Virtual Meetings: Has it Arrived? |

13 October 2005

- | | | |
|---|---|--|
| <input type="checkbox"/> Session 3A
Fast Track to Certification - Session 3 | <input type="checkbox"/> Session 3B
Fast Track to Aviation: New Realities | <input type="checkbox"/> Session 3C
Fast Track to China: New Realities |
|---|---|--|

Payment

Registration will be confirmed only upon receipt of payment.

Payment via:

- i) CREDIT CARD VISA MasterCard American Express

Cardholder Name: _____

Signature: _____

Credit Card Number: _____ Expiry Date: _____

NOTE: Payment made via VISA, MasterCard and AMEX will be charged in Singapore Dollars using an exchange rate of 1.7 for conversion.

ii) CHEQUE/DRAFT

Cheque/Draft No _____ Bank _____

NOTE: Cheques must be in US Dollars or equivalent, drawn on a Singapore bank and made payable to "TTG Asia Media Pte Ltd". Please indicate your name and initial "CTW 2005" on the back of your cheque. Your registration will be confirmed only upon receipt of payment. Mail your cheque to: TTG Asia Media Pte Ltd, 9 Battery Road, #17-02/12 Straits Trading Building, Singapore 049910. Attn: Project Manager, CTW 2005.

Cancellation Policy

Cancellations must be notified in writing. Cancellations made before 31 August 2005 will be subject to 50% cancellation charge of the registration fees paid. No refund will be given after 31 August 2005. The organiser reserves the right to make changes to the show information.



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