T&CM India kicked off with a pre-show tour of Delhi for international buyers and media, the highlights of which included Jama Mazjid, Red Fort, India Gate, Parliament House, and Gurudwara Bangla Sahib. The leading business event on India's calendar was held at the luxurious Kempinski Ambience hotel, where staff gave a master-class in discretion, helpfulness and professionalism. It is easy to understand why the Kempinski name is held in such high esteem the world over.



'The Event' was there to capture all the highlights of India's best MICE event.

A welcome reception was held at the opulent Cherry Bar, where exhibitors, buyers, media and invited guests mingled and relaxed before the serious business of meetings began the next day. Cocktails were shaken and stirred while delegates enjoyed some world-famous Indian hospitality.

Association Day began in earnest with a compelling talk by ICCA CEO Martin Sirk entitled 'The Third Wave of Destination Marketing Competitiveness'. He addressed the question "If destination marketing in the meetings industry has moved over the last 10 years from a tourism/cultural approach towards new strategies built upon economic development and intellectual capital objectives, what are leading destinations around the world now doing to keep ahead?" In this everincreasing and more sophisticated competitive environment, it is essential to address the practical and even philosophical implications for the meetings industry in India and the local association community.



















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IT&CM INDIA



Highlight of **Association Day**

Benefits of Attracting Meetings to India

An absorbing panel discussion on the "Benefits of Attracting Meetings to India" was given by Dr Ashok Johari (National Delegate, SICOT India), Dr Bhaskar Pal (Secretary of the Bengal Chapter of the Federation of Obstetric and Gynaelogical Societies of India) and Dilip Puri (Managing Director, India and Regional Vice President, South Asia, Starwood Hotels & Resorts India). The session was moderated by Monimitar Sarkar (Managing Director, KW Conference). The benefits of hosting meetings and other business events in India are immense, as detailed by Dr Johari. He says "It's a win-win situation for everybody"

Benefits to the nation include: Recognition of India's capability to host large events; showcasing the nation; and the obvious economic implications.

Benefits to the organisers and associations include: Publicising the association and its objectives; the feeling of achievement that stems from knowing a successful event has been hosted; international collaborations and partnerships; and the fact that many things are much cheaper in India than in the rest of

Benefits to the industry include: Exposure; the chance to showcase latest research and products; finding niche areas; sales; interaction and idea generation; and understanding Indian markets.

It was immediately apparent that meetings have evolved over the past decade, and there is a much stronger focus on knowledge exchange. Dr Johari also presented India's key points of strength over competitor countries. He put particular emphasis on India's accessibility, easy availability of manpower; the captive audience;

the lower cost of goods and services; the value and popularity of tourism attractions; and the wide use and knowledge of English.

Highlight of Corporate Performance Day

Technology and Incentive Travel - A Presentation by David Sand

CEO of Uwin Iwin, David Sand, gave an inspiring and interactive presentation on using technology to amplify incentive programmes for companies. "Incentives can be used on all levels of human interaction; they are a part of human behaviour, and we have formalized incentives as a profession".

Understanding your customers' needs is key. Business leaders need to understand what they want to achieve by using incentives. Do you want to increase strategic growth? Increase the quality of customer service? Boost sales? Incentives can be used to address the human aspect of your business, and the first step is communication that is clear, consistent, but above all, caring.

David used the example of an Indian cellphone company with 11 000 sales staff actively selling cellphones, from sales-people in sophisticated mall outlets to tiny hole-inthe-wall shops. These sales-people need to be actively communicated to by their employers in a manner that is consistent and engaging, be it through text messages or interactive emails. Technology is vital to this process. No one want to receive a printed memo that is laborious to read and generic; i.e. written to address every staff member as the same. Technology allows us to rapidly and inexpensively communicate with a mass audience, and the advent of social media allows those staff members to communicate back to their employers, their colleagues, and their customers.

Davis stressed the importance of companies

being tech-savvy, and actively exploring new dynamic avenues of communication. He went on to say that incentives do not have to be radically expensive. Sometimes, recognition in front of peers, can be perceived as very high value.

In closing, David stated that "to be loved is a fundamental human need, and recognition is a huge part of that need".

Buyers and Exhibitors

This year's show delivered more Indian buyers to the event, with an increased focus on Association buyers. The ratio stood at 80% Indian buyers, with the remaining 20% made up of buyers from around the globe. Exhibitors hailed from Belgium, Egypt, India, Japan, Singapore, South Korea, New Zealand and the United Arab Emirates. International buyers hailed from Belgium, Cambodia, China, Denmark, France, Indonesia, Italy, Japan, Poland, Russia, South Africa, Spain and the United Kingdom.

Coming Up

Mark your calendars, as IT&CM Asia takes place from the 30th of September to the 2nd of October in Bangkok; IT&CM China takes place from the 14th to the 16th of April 2015 in Shanghai; and IT&CM India takes place from the 18th to the 20th of August 2015 in Delhi.

For more information please visit www.itcmindia.com









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