

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Pre-IT&CM India Activities Kick Off With Educational Sessions At The 7th Conventions India Conclave (CIC)

Some 300 CIC Delegates To Attend IT&CM India 2012

Noida, 20 August 2012 – The collaboration between TTG Events and India Convention Promotion Bureau showed great promise as the 7th CIC opened to a turn-out of over 300 IT&CM India and CIC delegates.

Structured as a prelude to complement IT&CM India's 3-day programme, CIC provided IT&CM India delegates the opportunity to learn more about doing business in India. The event's keynote address on "Understanding the True Value of International Association Meetings" was delivered by International Congress & Convention Association (ICCA)'s CEO, Mr Martin Sirk.

Other topics presented today include a couple of panel discussions on "The Science & Art of Winning A Bid – Whatever It Takes!" and "Sponsorship / Maintaining ROI", as well as "The Vision of New International Convention Centre & Trends in the Exhibition Industry In India – Challenges and the Future. Moderators, panelists and speakers include local top guns in the industry, such as Mr. Sanjay Rai, Executive Vice President Sales of Oberoi Group, Mr. Jaideep Khanna, General Manager – Sales Marketing & Distribution of Hyderabad International Convention Centre, Mr. Philip Logan, VP Formule 1 Hotels of Accor Group and Mr. Neeraj Kumar Gupta, IAS, Executive Director of Indai Trade Promotion Organisation (IPTO).

Renowned as a forum for professionals in the Indian conventions industry to exchange information and opinions, as well as encourage key decision makers to organise more conferences in the country, CIC forms the education component of IT&CM India's inaugural programme. It also offers delegates social networking opportunities, perfect for the international delegation at IT&CM India to network and find mutual business prospects with Indian industry players.

Similarly, CIC delegates looking for international business partnerships are able to do so at IT&CM India that commences tomorrow. IT&CM India's exhibition showcase however is held on 22 and 23 August 2012. Some 300 CIC delegates are expected to be at IT&CM India as a result of this collaboration, bringing the total number of IT&CM India participants to over 800.

Meanwhile, pre-show city tours also begin today for international buyers and media. The half day tour will bring delegates on a sightseeing expedition of New Delhi's best such Qutab Minar, Hamayun Tomb, India Gate, Rashtrapati Bhawan and the Parliament House.

CIC continues tomorrow with topics that include “Effective participation in Trade Shows & Expositions”, “Relevance of Technology and Social Media in the Meetings Industry”, and panel discussion on “ICPB – Your Gateway to the World of Convention in India”. The culmination of the collaboration between CIC and IT&CM India will take place tomorrow at the Joint Press Conference, IT&CM India Keynote Address and Lunch at Jaypee Greens Golf & Spa Resort, Greater Noida, as well as the IT&CM India and ICPB reception dinner at The Ashok Hotel, New Delhi.

ICPB is a non-profit organisation sponsored by the Ministry of Tourism, India, in close co-ordination and consultation with the tourism and conference industry. It is the only MICE industry grouping in India that is well-represented across all sectors, with members from hotels, airlines, tour operators, travel agents, professional conference organisers, event managers, educational institutions, central and state governments, media and more. ICPB’s main objective is to propagate India’s ability to hold conventions and conferences of all sizes.

About Incentive Travel & Conventions, Meetings India (IT&CM India) 2012

21 – 23 August 2012 | India Expo Centre & Mart, Delhi NCR, India
www.itcmindia.com

IT&CM India is an international MICE business, education and networking event that advances opportunities of “Promoting India to the World and the World to India”. It is the first in the IT&CM series of events that also offers international and leading India exhibitors and buyers in the industry a dedicated avenue to showcase and procure luxury travel. In addition to the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours, delegates to the 3-day event will also receive access to India Convention Promotion Bureau (ICPB)’s Conventions India Conclave (CIC) and other partnering events that promise to enhance their investment at IT&CM India.

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