

## MEDIA RELEASE

IT&CM India 2014/ 07



*FOR IMMEDIATE RELEASE*

### **Inaugural Association Day Takes Centre-Stage At IT&CM India 2014**

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*New Delhi, 20 August 2014* – The inaugural Association Day, launched at IT&CM India 2014 in collaboration with KW Conferences, opened to a full house of delegates with the first educational session helmed by esteemed expert speaker Martin Sirk, CEO of International Congress and Conventions Association (ICCA).

Forum topics that provided attendees with an in-depth understanding of association management in India included “The ‘Third Wave’ of Destination Marketing Competitiveness”, “Best Practices – Developing Middle Level Association Professionals”, “Benefits of Attracting International Meetings to India” and “Managing Sessions and Speakers for Higher Delegate and Association ROI” and featured knowledgeable speakers from various associations and corporates like Association Networks, Healthcare Global Enterprise Ltd, KW Conferences, SICOT India, Federation of Obstetric and Gynaecological Societies of India (FOGSI), Starwood Asia Pacific Hotels & Resorts and Event ROI Institute.

Franco Viviani, President of ICPAIFR + University enthused about the inaugural Association Day programme at IT&CM India, “The forums have definitely been very useful for me. There were both international and local speakers who introduced topics that are of relevance for my association and for future events we are going to organise.”

Meanwhile, the second day of IT&CM India 2014 proceeded with business appointments in full swing. Interacting with National Tourism Organisations (NTOs) and Destination Management Companies (DMCs), association buyers had productive face-to-face meetings at the refreshing tabletop exhibition with big names like Creative Travel, Euromic, Japan National Tourism Organization, Sapporo Convention Bureau, Travelite (India) just to name a few.

Viral Bhulani, President of the Indian Printed Circuit Association was enthusiastic about IT&CM India 2014, “I garnered plenty of networking opportunities and met with many suppliers and other fellow buyers. With all the new information I gathered at the show, I am able to consider using the professional services I saw being offered at IT&CM India, to organise conferences for my association.”

Tomorrow’s education focus will shift towards Corporate Performance catered to influencers and decision makers of their organisation’s performance improvement programme highlighting corporate performance topics such as “Harnessing the Power of Incentive Travel”, “Technology and Incentive Travel” and “Measuring ROI for Meetings and Events”.

For more information, visit [www.itcmindia.com](http://www.itcmindia.com).

## ABOUT IT&CM INDIA 2014

### The Leading International MICE Event In India

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”. The event delivers both international and Indian delegates across exhibitors, buyers and media categories, thus promoting business opportunities on all fronts – inbound, outbound and domestic. Launched in 2012, the 3-day event embodies the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours. The show has been incorporating Luxury Travel since its inauguration. IT&CM India is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media.

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