

## MEDIA RELEASE

IT&CM India 2014/ 08



*FOR IMMEDIATE RELEASE*

### **Association Professionals Applaud IT&CM India's Inaugural Association Day**

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*Delhi, 4 September 2014* – IT&CM India's inaugural effort to reach out to local association professionals and executives through its curated Association Day programme on 20 August, paid off with attendees giving top marks to its knowledge platforms.

Launched in collaboration with KW Conferences, the Association Day forums received high scores on all aspects of Content, Delivery, Interaction and Relevance to Job. Expressed Madhumita Dobe, IPHA, Organising Secretary, 14<sup>th</sup> World Congress on Public Health, "The topic on Best Practices – Developing Middle Level Association Professionals, was so impactful that it inspired me to change the style of management for my association."

KW Conferences' Managing Director Monimita Sarkar, attributed the event's success to the right mix of speakers whose credibility, experience and astute understanding of the field struck a chord with the delegates.

"We developed topics like, The Third Wave' of Destination Marketing Competitiveness, Benefits of Attracting International Meetings to India and Managing Sessions and Speakers for Higher Delegate and Association ROI, that would resonate with today's Association market, and the sessions had 7 renowned personalities such as ICCA's CEO Martin Sirk, Starwood Asia Pacific MD, India and Regional VP South Asia's Dilip Puri, SICOT India's President and Indian Orthopaedic Association's Past President Dr Ashok Johari, Association Networks' Executive Director Damian Hutt, AROI's President and Healthcare Global Enterprise's Medical Director Prof Ramesh S. Bilimagga, as well as Event ROI Institute's Managing Partner Dr Elling Hamso, helm them. The fit was perfect." elaborated Sakar who was also a moderator of the forum.

IT&CM India's first Association Day drew over 30 participants from across India, hailing from Ahmedabad, Chennai, Cochin, Dharwad, Gujarat, Hyderabad, Karnataka, Kolkata, Ludhiana, Madhya Pradesh, Maharashtra, Mumbai, New Delhi, Pune, Telangana, and Tripunithura. Participants are responsible for organising close to 40 conferences throughout the year, attracting more than 27,000 delegates. Some of the associations represented include All India Officer's Association, Association of Medical Physicists of India, Association of Radiation Oncologist of India, Computer Society of India, Indian Academy of Cytologists, Indian Academy of Pediatrics, Indian Endodontic Society, Indian Medical Association, Indian Printed Circuit Association, Luminescence Society of India, and Society For Biotechnologists of India (SBTI).

Said Dr. Sangeeta Pikale, President of Association of Medical Consultants, Mumbai, "It is part of my profession to organise conferences. Hence the knowledge I gained at IT&CM India's Association Day was very useful."

In addition to education forums, Association Day's one-day programme included business appointments, destination presentations by CVBs and NTOs, as well as invitation to hosted networking events.

The next upcoming Association Day will be held in conjunction with IT&CMA in Bangkok, Thailand over 2 days on 1 and 2 October 2014. TTG Events, organiser of the IT&CM event series has also confirmed the 2015 dates of its Association Days series at IT&CM China in Shanghai (15 April), IT&CM India in Delhi (19 August), IT&CMA (30 September and 1 October), as well as a brand new edition in Singapore.

## ABOUT IT&CM INDIA

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

## IT&CM INDIA 2014 & 2015 DATES

### IT&CM India 2014

19 to 21 August (Association Day: 20 August) | Kempinski Ambience Hotel Delhi, India

### IT&CM India 2015

18 to 20 August (Association Day: 19 August) | New Delhi, India

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