

The Leading International MICE Event In India

19 - 21 August 2014
Kempinski Ambience Hotel Delhi, India

IT&CM
Incentive Travel & Conventions, Meetings **india**
Incorporating Luxury Travel

**Promoting India to the World
and the World to India**

**SHOW
PREVIEW**

Greater Emphasis On Association Buyers This Year



Through the **brand-new association programme** that is catered just for IT&CM India 2014's association buyers, they can now look forward to a **comprehensive educational segment and productive business appointment meetings**.

Association buyers on the search for international and local destinations and partners for their association meetings and conventions can expect to **interact with National Tourism**

Organisations (NTOs) and Destination Management Companies (DMCs) such as Creative Travel, Euromic, Jane Tours, Japan National Tourism Organization, Sapporo Convention Bureau, Travelite (India) just to name a few, in face-to-face meetings. **Dr M.L Agnihotri, Senior Paediatric Consultant of Indian Academy of Paediatrics, Indian Medical Association and American Academy of Paediatrics** expressed his enthusiasm in

meeting with his choice exhibitors, "Khajuraho (Madhya Pradesh, India) is an international tourist spot and in my point of view, it can be developed as a good convention centre. Khajuraho has all the facilities needed for an event, and it is a beautiful place too. I am interested to learn more about Khajuraho and see how I can organise conferences there."

The inaugural Association Day programme has **added another dimension to IT&CM India 2014**, explained Ooi Peng Ee, General Manager of TTG Events, who underscored the importance of IT&CM India for Indian associations, "Many look upon India as an enchanting destination with its excellent service, amazing accommodation and rich culture. The sheer size of its economy and the large talent pool have and will continue to contribute to the international and domestic meetings market. IT&CM India is the platform for them to not only **find out more about the other regions of India, but also get in touch with international destinations**."

On top of that, a stellar line-up of educational tracks covering challenges and issues faced by associations are also specially tailored for them. **See Page 4 for synopsis of the educational tracks.** ■

Top Honchos Across India and International-Based Industries To Helm Educational Forums

IT&CM India has refocused its knowledge components on two core fields - **Association Management and Corporate Performance**. Thus debuting on 20 and 21 August respectively, the inaugural Association Day and Corporate Performance Forums are

Martin Sirk, CEO of ICCA

IT&CM India's premier effort to reach out to Association executives and Corporate influencers and decision makers of their organisation's performance improvement programme.

Collaborating with KW Conferences, the dedicated educational programme features **13 senior expert speakers from various industries** such as Federation of Obstetric and Gynaecological Societies of India (FOGSI), Indian Tea Association, International Congress and Convention (ICCA), Starwood Asia Pacific Hotels & Resorts among others. The **line-up of 7 curated topics** and impressive speaker profiles are poignant for the respective association buyer and corporate travel professional attendees.

Drawing on his 12-year experience as an international association CEO and his involvement as a past Board member of the European Society of Association Executives, well-established association expert, Martin Sirk, CEO of ICCA said, "In this fast changing environment, it is **vital for associations to become more professional, to re-examine their business models, the way they run their annual meetings, and even their reasons for existence, lest they become irrelevant and die**. The Association Day sessions will challenge the mindsets of our audience while providing concrete solutions to their most pressing issues."

In addition, the educational programme provides a unique opportunity for international and Indian association executives and corporate decision-makers to **network with like-minded peers**, share issues and concerns they have in their own organisation, and to learn best practices and benchmarks from experts in the field. ■

Get To Visit Delhi On Us!

What? Pre-Show City Tour of Delhi
Who? International Buyers & Media Only
When? 18 & 19 August 2014

You're Invited! Join Us For An Evening of Fun!

What? Welcome Reception
Who? Registered Buyers, Media, Exhibitors, Invited Guests
When? 19 August 2014
Where? Cherry Bar, Kempinski Ambience Hotel

Network, Network, Network!

What? Hosted Luncheon
Who? Registered Buyers, Media, Exhibitors, Invited Guests
When? 20 & 21 August 2014
Where? Coral Ballroom, Kempinski Ambience Hotel

Refreshing Tabletop Format Attracts New Destinations and Corporates

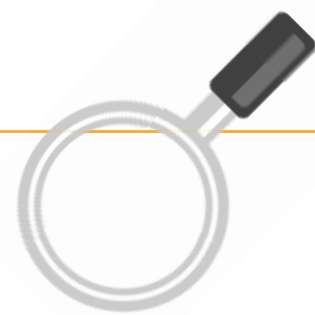
Bolstered by India's potential as an emerging hub for MICE tourism, many **international and domestic CVBs/ NTOs and corporates have jumped on board** as IT&CM India 2014 exhibitors.

Eager to explore India's prospects in this **new exhibition format**, is debuting international exhibitor Mischa Mannix-Opie, Regional Manager – South and South East Asia of Tourism New Zealand. She said, "India is the **10th largest source market for New Zealand**, and is an important market for us in boosting productivity of our tourism operators all year round. We are excited with the **business opportunities we are able to garner with the Indian buyers** at IT&CM India." Echoing her sentiments is Indian exhibitor Suku Verghese, General Manager Sales – Conferences & Incentives of Taj Group, "The **current overall outlook for the country is very optimistic with the new government in place**. There is much more excitement expected in the coming months across the MICE segment, be it corporate training programmes, incentive visits or B2B forums."

This year, IT&CM India has taken new thrusts to ensure the event continues to meet the business objectives of its exhibitors. In addition to its **refreshing tabletop format** tailored specially for the Indian market, IT&CM India is also **delivering more Indian buyers** to the event, as well as enabling exhibitor and buyer delegates to **schedule up to 100% of their appointments ahead of the event**. About **80% of the buyers hail from the various regions of India**, with the remaining buyers representing international destinations.

"India's travel market is recognised as one of the key emerging sources of tourism for the world. With this potential in mind, we are providing exhibitors a platform to explore business opportunities with the Indian market," said Darren Ng, Managing Director of TTG Asia Media.

Buyer delegates can also look forward to business opportunities with Banyan Tree, Busan Metropolitan City, ITC Hotels, Sapporo Convention Bureau, Taj Group, Tourism New Zealand and Travelite (India) to name a few. ■



A Glance At Our 2014 Exhibitors' Offers



Busan Metropolitan City, South Korea

Busan is the second largest city in Korea. Its geography includes a beautiful coastline with superb beaches, scenic cliffs and mountains. Busan is renowned as a tourist and international convention destination, ranked 4th among Asia and 9th among world cities as an international convention order based on UIA 2013. In Busan, we know business travel is made memorable by the experience you take home with you. In a world where every second counts, Busan puts the best of Korea within reach of your MICE event's door. It's convenient. It's connected. It's all you're expecting and more.

Baek Sang Hyeon, Assistant Director



Kempinski Hotel Ajman, United Arab Emirates

Sprawled along the sunny shores of the emirate of Ajman, the 5-star Kempinski Hotel Ajman is the perfect beach-side getaway offering luxurious tranquility. With 180 spacious rooms and suites opening onto gorgeous waterfront views or poolside terraces, Kempinski Hotel Ajman offers an unprecedented level of comfort together with the warmth of hospitality.

Raluca Tuturman, Assistant Director of Sales

2014 Exhibitors

Al Tayyar Travel Group Egypt
Banyan Tree Hotels & Resorts
Bosuk Tours
Busan Metropolitan City
Creative Travel
Dubai Convention & Events Bureau
Euromic – Events and Destination Management Partnership
Five Continents Hotels and Resorts
ITC Hotels
Jane Tour & DMC
Japan National Tourism Organization
Kempinski Ambience Hotel Delhi
Kempinski Hotel Ajman
Kim's Travel DMC Korea
Korea Tourism Organization
KW Conferences Pvt Ltd
Lavasa Corporation Ltd
ParkRoyal on Kitchener Road
Sapporo Convention Bureau
Taj Group
Tourism New Zealand
Travelite (India)
US Travel



Euromic, Belgium

Indian and International Buyers will have the opportunity to meet with the Euromic representatives to (re)discover 37 destinations around the world. Euromic – events and destination management partnership, is a non-commercial association created to market and promote its members to the meetings, conferences and incentive travel industry on a worldwide basis. All Euromic members have a full understanding of their destination and the experience, imagination, expertise, and local influence to plan and operate distinctive and exclusive programmes for meetings, incentives, conventions and special-interest tours. International Buyers will have the opportunity to meet the local Euromic member, Creative Travel, one of the finest DMCs in the region covering all of India and is today, India's largest independent and family-owned Destination Management Company. Their vast experience in handling clients from all over the world allows them to create the most memorable programmes.

Christophe Verstraete, Executive Director



Lavasa Corporation Ltd, India

Lavasa International Convention Centre (LICC) is spread across 34,500 square feet, overlooking the scenic Dasve Lake and can accommodate up to 1,500 delegates. Equipped with modern facilities, it is ideal for social and business events. It has a 24-hour Business Centre with WiFi and video conference facilities. LICC comprises 16 banquet hall venues with AV facilities in every venue. It offers in-house catering services, customised décor and theme-based menus. It provides Foreign Exchange services, underground car park system and promotional space to support branding, along with access to 250 rooms, ranging from luxury to budget and tent accommodations.

Rajiv Duggal, Senior Vice President - Tourism, Hospitality and SPVs

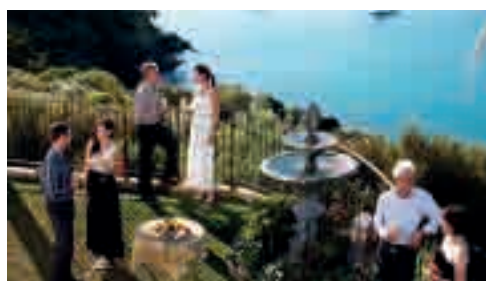


Photo by: Tourism New Zealand



ITC Hotels, India

ITC Hotels is one of the largest hotel chains in the country with over 90 hotels in more than 70 destinations. Symbolised by its distinctive 'Namaste' logo, ITC Hotels integrates India's fine tradition of hospitality with globally benchmarked services. With a string of firsts to its credit, ITC Hotels pioneered the concepts of branded accommodation, cuisine and guest safety practices. ITC Hotels is the first hotel chain in the world to have all its premium luxury hotels LEED® (Leadership in Energy & Environmental Design) Platinum certified, making it the world's greenest luxury hotel chain. At any ITC Hotel, you will find a true reflection of culture and ethos of each destination and one common legacy – Warmth.

Sushant Raj, Assistant Manager – Sales



Sapporo Convention Bureau, Japan

As a former host of the 1972 Winter Olympics, 2002 FIFA World Cup, and other high profile conventions such as United Nations, APEC, and G8 Summit meetings, Sapporo has been dealing with high profile events for over 40 years. Last year, Sapporo was named TripAdvisor Travelers' Choice, ranking 7th among the world's top 10 destinations on the rise, with Hokkaido Prefecture ranked as the most popular destination among tourists from Asia-Pacific, above Mt Fuji and Tokyo in second and third places. Japan's 5th largest city offers a great variety of high quality facilities, accommodation, and easy access with sufficient flight connections.

Mariko Ogi, Director

Tourism New Zealand, New Zealand

New Zealand as a business events destination is at an all-time high, ranking 51st in the International Conference and Convention Association's (ICCA) annual country and city rankings. With the 100% Pure Experience – Naturally Beyond Convention, New Zealand offers world class facilities against the most stunningly beautiful landscapes and innovative people that will help you inspire your own customised Business Event. A Business Event in New Zealand goes beyond expectations as it is a unique destination that challenges event norms and goes beyond the standard event programme.

Mischa Mannix-Opie, Regional Manager – South and South East Asia

Travelite (India), India

Travelite (India) specialises in Experiential Travel, Customised Luxury Tours, Private Charter Services, VIP Delegations and MICE Services. We make travel more interesting by including unique cultural connection experiences in our tours. We also offer scheduled departures and customised tours to the most enriching festivals of India, a great way to experience the real India. We design unique and authentic team activities, themes and entertainment options for incentive tours and conferences, ensuring we capture the essence of India in these experiences.

Amrita Ahluwalia, Director



Kempinski Ambience Hotel Delhi, India

Delhi is one of the oldest capital cities in the world, steeped in centuries of cultural tapestry. Kempinski, Europe's oldest hotel group ignites the rich traditions of this legacy with its newest landmark – Kempinski Ambience Hotel Delhi. Encased within two towers are 480 rooms and suites, two outdoor swimming pools, luxurious recreational facilities and specialty dining options. It boasts of a pillar-less ballroom of 25,000 square feet, the largest in a luxury hotel in India with a total meeting space of 70,000 square feet that can comfortably accommodate 6,000 guests. The Kempinski Ambience Hotel Delhi is also the premier hospitality partner of IT&CM India 2014.

Raag Verma, Director of Sales

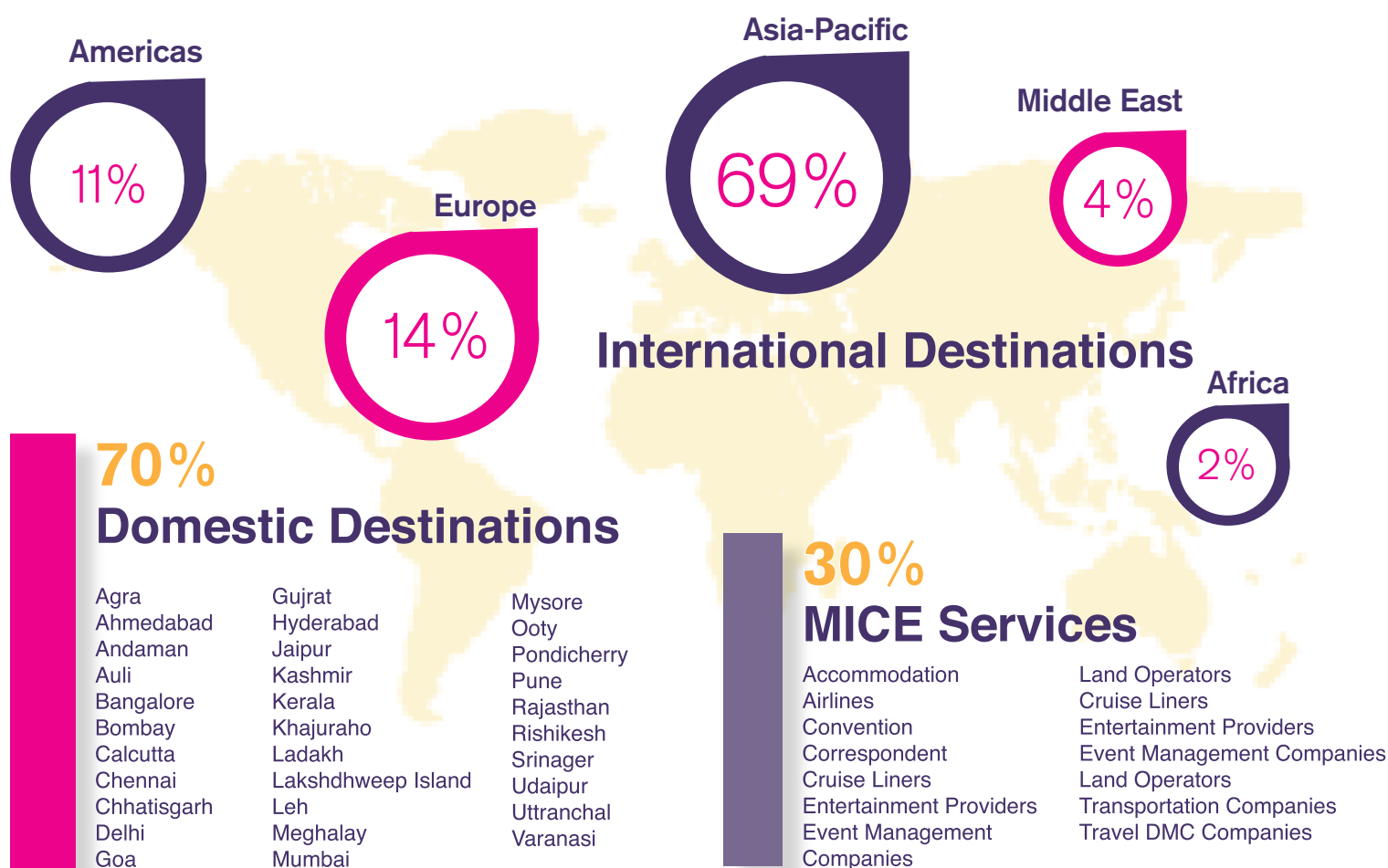


Taj Group, India

Established in 1901, Taj Hotels Resorts and Palaces is one of Asia's largest and finest group of hotels, comprising 108 hotels in 63 locations across India with an additional 17 international hotels in the Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. For over a century, The Taj Mahal Palace, Mumbai, the iconic flagship has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Resorts and Palaces is part of the Tata Group, India's premier business house.

Suku Verghese, General Manager Sales – Conferences & Incentives

Our 2014 Buyers Are On The Lookout For...



Perspectives & Wish-lists of Our Association Buyers



Computer Society of India, India
K S Vijaya Sekhar,
Secretary, CSI-SIGeGOV

There is a gap in accessing sufficient information on both passport and visa related matters at consulates and embassies for participants and organisers. I would like to find out more at the educational forums and figure out solutions to tackle these challenges.



ICPAIFR + University, Italy
Franco Viviani,
Vice President

One main challenge of organising events is that it should have the ability to attract scientists of the younger generations. We notice their preference for staying home and publishing peer-reviewed journals as opposed to spending time at congresses and meeting with their peers.



Indian Association of Physical Medicine & Rehabilitation (IAPMR), India
Dr Shiv Yadav, Business
Product Development

I am looking forward to the conference sessions which may help answer some challenges that my Association is facing: delayed supplies, vendor delays, miscommunication among teams.



Luminescence Society of India, India
Dr K.V.R. Murthy, President

One challenge we face is the number of new students in the research field expecting financial help from the societies. I look forward to meeting with industry peers at IT&CM India and gather solutions on insights for the challenges my society is facing.



Medical Library Association of India, India
Dr R.P. Kumar, President

Technology plays a major role in organising and managing a show, I will be interested to learn more about technology-related challenges at the conference sessions.

A Peek At Some of This Year's 120 Buyers



AICC RCOG Western Zone (Royal College of Obstetricians and Gynaecologists), India
Dr Jyothi Unni,
Consultant



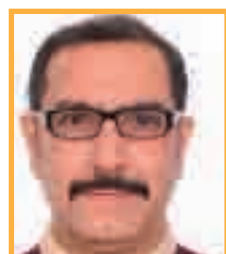
HelmsBriscoe, China
Fan Lifeng,
Global Account Director



KSM Hotel Connections India Pvt. Ltd, India
Krutti Basa Mahanta,
Chairman and Managing Director



Select Incentive Group Travel, South Africa
Leona Meadows,
Owner



Astral Travels Pvt Ltd, India
Kapil Berera,
Managing Director



INC Global Holidays, India
Vipul Tankaria,
Vice President



MI Agency, Belgium
Marianne Impens,
Managing Director



Uwin Iwin Incentives, South Africa
David Sand,
CEO



Five Stars, Russia
Evgeniya Loshakova,
Special Events Manager,
MICE Department



Indian Academy of Paediatrics, Indian Medical Association and American Academy of Paediatrics, India
Dr M L Agnihotri,
Senior Paediatric Consultant



My Tours, Indonesia
Lenny Saputra,
Product Manager



Vinaayak Holidays, India
Vinayak Laud,
CEO



Happy Trump Tour, Japan
Akiko Nakagami,
President



Just Holidays Pvt. Ltd, India
Sanjay Kumar Kothari,
Director & CEO



Paryatan, India
Gajesh Girdhar,
Proprietor & CEO



World Destinations, India
Paraskumar Dhirubhai Shah,
Director



2014 Forums In Collaboration With KW Conferences

Association Day | 20 August

Forum 1 | 0930 – 1030hrs | Ruby Ballroom

The "Third Wave" of Destination Marketing Competitiveness



Martin Sirk
CEO, ICCA

ICCA CEO Martin Sirk will present his personal observations on the evolution of destination marketing, with a particular focus on the international association meetings sector. He will address the question: "If destination marketing in the meetings industry has moved over the last decade 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 ever-increasing and more sophisticated competitive environment, and what are the practical and philosophical implications for the meetings industry in India and for the local association community?"

Forum 2 | 1100 – 1200hrs | Ruby Ballroom

Best Practices – Developing Middle Level Association Professionals

In India, where labour is plentiful, we assign administrative people to almost everything. But what if there are experienced, knowledgeable, mid-level professionals who know how to get the best result, using the best technology, for the best investment and return? How do we train, mentor and reward the association professionals of tomorrow? How do we inspire them to make a career in association management? Hear success stories and share ideas for "raising the bar" for association professionals in India.



Damien Hutt
Executive Director,
Association Networks



Monojit Dasgupta
Secretary General,
Indian Tea Association



Prof Ramesh S. Bilimagga
President AROI &
Medical Director,
Healthcare Global
Enterprise Ltd



Martin Sirk
CEO, ICCA
Moderator

Forum 4 | 1515 – 1615hrs | Ruby Ballroom

Managing Sessions and Speakers for Higher Delegates and Association ROI



Dr Elling Hamso
Managing Partner,
Event ROI Institute

How do meetings create value for participants and other stakeholders? How can you maximise and prove the ROI? The results from a speaker-led session is more dependent on the organiser than the speaker on stage. Major improvements to session outcomes are not so difficult if you understand some basic principles of learning and behavioural change. You need to create the emotional and physical environment and guide your speakers to let them shine on stage.

This session will show you how to:

- Set appropriate session objectives and measure the results
- Design effective session formats
- Guide speakers to deliver more value

Forum 3 | 1400 – 1500hrs | Ruby Ballroom

Benefits of Attracting International Meetings to India

Besides delivering economic value to the city/ region, international meetings also deliver an increase in the number of business visitors, increase in international trade, and experts who can deliver the best knowledge economy arguments. Local 'ambassadors' – academics, scientists, doctors – are in the frontline of this new competition. This session also brings a leading hotelier to share insights into the growth of the international meetings sector and consequently its contribution to the knowledge economy. Meet the stakeholders to know more.



Dr Ashok Johari
President, SICOT India,
Past President, Indian
Orthopaedic Association



Dr Bhaskar Pal
Secretary, Bengal
Chapter, FOGSI



Dilip Puri
Managing Director, India
and Regional VP South
Asia, Starwood Asia
Pacific Hotels & Resorts



Monimita Sarkar
Managing Director, KW Conferences
Moderator

Corporate Performance | 21 August

Forum 1 | 0930 – 1030hrs | Ruby Ballroom

Harnessing the Power of Incentive Travel

One simple but compelling reason why incentive travel is used by successful companies is that it works. Travel incentives and motivational events comprise a business tool proven to change behavior, to improve profits, cash flows, employees and customer engagement and various other business objectives. Hear from a panel of leaders on how teams are motivated.



Rajeev Kohli
Joint MD,
Creative Travels



Sameer Mutreja
MD Scrapes Realty
and Former MD, RAMS
Relationship



Huw Tuckett
COO, UWIN IWIN
Moderator

Forum 2 | 1100 – 1200hrs | Ruby Ballroom

Technology and Incentive Travel



David Sand
CEO, UWIN IWIN

Applying digital technologies to create greater efficiencies in the execution, measurement and motivation of incentive audiences. In today's digitally enabled world, there is great opportunity to ensure that any incentive program doubles its efficiency with the use of digital tools and technologies. This talk will walk through some of the theories and tools but also examine some

real corporate case studies and practical tips within the India context and examine global best practices. The session should be attended by corporate planners, incentive agencies, and digitally curious participants.

Forum 3 | 1400 – 1500hrs | Ruby Ballroom

Measuring ROI for Meetings and Events



Dr Elling Hamso
Managing Partner,
Event ROI Institute

Do you know how to measure the value created by meetings and events, or do you expect budget owners to just spend the money in the hope of a bigger return? In order to secure budgets, you need a strong business case and a credible promise to be able to prove the value afterwards. The ROI Methodology is a well established industry standard for setting detailed and measureable objectives and proving the results.

This session will show you how to:

- Set meeting objectives at six different levels
- Develop a business case to secure the budget
- Prove the value of any meeting or event

TTG Events is a business group of

TTG Asia Media

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