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January 2010 – December 2011

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Date : March 8th, 2010

To : PATA Members

From : Bert Van Walbeek
Chairman, Executive Committee
PATA Thailand Chapter

Subject: **2nd PATA Quarterly Luncheon Meeting
Wednesday, March 31st, 2010 at 12:00 hrs.
Ballroom 3, 2nd Floor
Royal Orchid Sheraton Hotel & Towers**

You are cordially invited to the 2nd PATA Quarterly Luncheon Meeting of PATA Thailand Chapter to be held on Wednesday, March 31st, 2010 at 12:00 hrs., at Ballroom 3, 2nd Floor, Royal Orchid Sheraton Hotel & Towers.

Topic :
**“ The Role of Digital Marketing
as Tourism Revenue Generator ”**

Guest Speaker : Dr. Ian Fenwick

**Founding Partner, digiAindra Co., Ltd.
Advisor, Sasain Graduate Institute of Business
Administration**

Dr. Ian Fenwick is a Founding Partner at digiAindra Co., Ltd., and Advisor at Sasain Graduate Institute of Business Administration. Ian is also Professor Emeritus and Senior Scholar at Schulich School of Business, Toronto.

Ian recently completed DigiMarketing: The Essential Guide to New Media and Digital Marketing (<http://www.digimarketingnow.com/home.html>)

For more information on Dr. Ian Fenwick, please visit :

<http://www.sasin.edu/about/faculty/ian.html>

and/or 240.000 other web-locations

Who should attend this luncheon ?

All Executives involved in Destination Marketing that are looking forward to capitalize on all upcoming Digital marketing efforts by the Tourism Authority of Thailand.

Owners & General Managers, who want to increase revenues in innovative ways

Marketing Directors, who want to understand the role of Digital Marketing on marketing/sales strategies

Public Relation Directors, who want to enhance their present communication skills.

Operational Directors, who want to improve guest communication and service recovery

In order to ensure proper arrangements for this meeting, please call or fax the PATA Secretariat (02-237-5190) no later than midday on Tuesday, **March 30th, 2010**.

If you are a PATA Thailand Chapter member, please **DO NOT FORGET** to bring your luncheon coupon or else you will have to pay **Baht 650** per person.

PATA International, and "even" non-members are also extremely welcome and can enjoy the event for **Baht 750** per person.

We look forward to seeing you at the 2nd Quarterly Luncheon Meeting on Wednesday, March 31st, 2010 at 12:00 hrs, at Ballroom 3, 2nd Floor, Royal Orchid Sheraton Hotel & Towers.

R.S.V.P.

To : Secretariat, PATA Thailand Chapter
Fax : 02-237-5190

I will/will not attend the 2nd PATA Quarterly Luncheon Meeting on Wednesday, March 31st, 2010 at 12:00 hrs, at Ballroom 3, 2nd Floor, Royal Orchid Sheraton Hotel & Towers.

Yes No

Name(s) _____

Organisation _____

No. of person/s _____

E-mail : [PATA Thailand Chapter Secretariat <pata@asiaaccess.net.th>](mailto:pata@asiaaccess.net.th)