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January 2010 – December 2011

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To : PATA Chapter and International Members
Date : November 14, 2011 (2nd and updated announcement)
From : Bert van Walbeek
Chairman, Executive Committee
PATA Thailand Chapter
Subject: **PATA Quarterly Luncheon Meeting**
Wednesday, November 23rd, 2011 at 12:00 hrs.
JW Marriott Hotel, Bangkok

You are cordially invited to the PATA Quarterly Luncheon Meeting of PATA Thailand Chapter to be held on Wednesday, November 23, 2011 at 12:00 hrs at the JW Marriott Hotel, Bangkok.

Subject: Following the floods, how can all of Thailand's Tourism Stakeholders help each other with constructive recovery efforts?

We are honoured that the following panellists have accepted our invitation :

*Dr. Seksan Narkwong, Deputy Permanent Secretary,
Ministry of Tourism & Sports.*

Khun Suraphon Svetsreni, Governor, Tourism Authority of Thailand.

Martin Craigs, Chief Executive Officer, Pacific Asia Travel Association.

It is the PATA Thailand Chapter's opinion that the present flood situation calls for effective action. We will therefore theme the panel discussion:

Crisis Communication : " all for one, one for all "

A preliminary outline of the panel discussion is to cooperatively and beneficially debate the following questions :

- ✓ How can we all work together to recover as soon as possible ?
- ✓ What can we do improve our pro-activity towards future crises ?
- ✓ Where should a tourism crisis communication centre be located ?
- ✓ Who should the spokesperson be on behalf of the tourism industry ?

In time of crisis cooperation is the key to success and your support of this **communication** effort would be highly appreciated and should help to enhance the Bounce Back of this latest challenge for all Thai Tourism Stakeholders !

Who should attend this luncheon ?

- Everyone who cares about the future success of Thailand's Tourism Industries
- Executives who want to do better crisis communication by acting instead of reacting
- Stakeholders in the Thai tourism industry who believe in overcoming challenges together
- Students and academics interested in new insights.



In order to ensure proper arrangements for this meeting, please call, fax or e-mail the PATA Secretariat (02-237-5190 and/or <pata@asiaaccess.net.th>) no later than midday on Monday, **November 21, 2011**.

If you are a PATA Thailand Chapter member, please DO NOT FORGET to bring your luncheon coupon, members without luncheon coupons will have to pay Baht 700 per person.

PATA International, and non-Chapter members are also very welcome and can participate in this luncheon/ debate event for Baht 800 per person.

We look forward to seeing you at the PATA Quarterly Luncheon Meeting on Wednesday, November 23, 2011 at 12:00 hrs, at JW Marriott Hotel, 4 Sukhumvit Road/Soi 2, Bangkok.

R.S.V.P.

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

I will/will not attend the PATA Quarterly Luncheon Meeting
on Wednesday, November 23, 2011 at 12:00 hrs,
at JW Marriott Hotel, Bangkok.

Yes No

Name(s) _____

Organisation _____

No. of person/s _____

Please fax or e-mail: PATA Thailand Chapter Secretariat <pata@asiaaccess.net.th>