



“THE BIG PICTURE – FOCUSING ON MICE”
Friday, October 26th, 2007
0900-1700 hrs.
World Ballroom A, Centara Grand and
Bangkok Convention Centre at Central World

- 08:00-09:00 hrs - Registrations
- 09:00-09:03 hrs. - **Introduction to The Big Picture**
David Barrett
Executive Manager, Diethelm Events
- 09:03-09:10 hrs. - **Welcome Address**
Bob James
Chairman, PATA Thailand Chapter
- 09:10-09:30 hrs - **The Big Picture**
Alwin Zecha
Chairman, Pacific Leisure Group
- Opportunities for Thailand as a MICE destination
 - Outlook for MICE to Thailand
 - The important role that YOU play in the MICE industry as Hoteliers, DMCs and event industry suppliers.
- 09:30-11:10 hrs. - **Close Encounters of a MICE Kind** – Don't be an Alien to Asian MICE Opportunities. Close encounters with three “Buyers” and three “Sellers” from China, India and Singapore.
- China Buyer: Becky Lu, Director of MICE, CTS Shanghai**
China Seller: Carol Tsang, TCEB Representative, China
India Buyer: Kaveer Shahani, Managing Director, Groove Temple
India Seller: Sunil Puri, TCEB Representative, India
Singapore Buyer: Cheng Hoon Khoo, General Manager, Meeting Matters International
Singapore Seller: Chee Lay Hong, TCEB Representative, Singapore
Moderator: Andrew Wood, SKAL Club Thailand and General Manager, Chaophya Park Hotel.

Three international sellers and three buyers and a moderator focus on three regional markets.



- How to approach each market
 - What makes a customer choose you
 - Avoid at your own risk!
- 11:10-11:30 hrs. - Intermission with coffee.
Your chance to be in the Big Picture
- 11:30-12:30 hrs. **Casino Royale** – Hit the Jackpot with 007 Up-Selling Shots
In this session we will look at how hotels, venues and DMCs can effectively up-sell their services, increasing event revenue and profit.
Peter Gray, Director, Motivating People
- Why do customers say “No!”
 - Simply offering an extra carrot
 - How to maximize the sale
- 12:30-13:30 hrs. - The Big Ticket Lunch intermission
- 13:30-14:30 hrs. **Mission Impossible** - The Perfect Event? Event industry bloopers.
Bert van Walbeek
The Winning Edge and Education Committee, SITE Thailand Chapter
In this session we share with you previous “Event Bloopers” where things have gone wrong onsite and provide solutions for providing a superstar service.
- Great plans that go wrong and why?
 - How to avoid an event disaster
 - 10 essentials for delivering the dream
- 14:30-14:50 hrs. - Intermission with popcorn and coffee
- 14:50 -14:55 hrs. Introducing **The Oscars of the Incentive Industry** starring the Wow! Factor. Presenting 3 case studies on outstanding events that are worthy of an Oscar.
- Learn why they chose a destination
 - What influenced their choice of hotel and DMC?
 - How they managed the programme delivery, what worked and what didn’t
 - Magical moments that enhanced the event



- 14:20-14:55 - **Trade Secrets: Disclosed**
Les Alford
Manager - Conferences & Events, Incentive House Australia
- 14:55-15:40 hrs. - **A Dream Theme**
Suzanne Clark
Director, MCI UK
- 15:40-16:20 hrs. - **Why, What & How in Thailand**
Bryan Andrews
Consultant, Islands Only & formerly Rennies Incentive, South Africa
- 16:20-16:45 hrs. - **A Star is Born:**
Centara Grand at Central and Convention Centre
at CentralWorld
Michel Horn
General Manager, Centara Grand and Bangkok Convention Centre
at Central World
- 16:45-16:55 hrs. - **Q&A**
- 16:55-17:00 hrs. **Closing remarks**
Bob James
Chairman, PATA Thailand Chapter
- 17:00 hrs. - **Curtain call and close**