

## MEDIA RELEASE

IT&CM China 2015 / 15

### **IT&CM China 2015 Wins Industry Praise For Raising Knowledge Enhancement and Engagement Opportunities**

*Shanghai, 15 April 2015* – IT&CM China has won praise for delivering an enhanced learning and sharing platform that all delegates can leverage on at this year’s show.

This 2015 event features 6 brand new Campfire knowledge sessions that cater to specific delegate niches including suppliers, PCOs, PEOs, corporate buyers, and feature topics from effective selling at tradeshow, talent acquisition, harnessing mobile for meetings and events ROI, understanding the Chinese corporate travel market, technology trends in China, to planning successful and impressive meetings and events. These educational platforms are in addition to already established destination presentations, media briefings, as well as the show’s 3<sup>rd</sup> consecutive Association Days forums @ IT&CM China for Association Executives and professionals.

“From our experience in developing conference programs and organising events for nearly 2 decades, we recognise the significance of knowledge, education, sharing and engagement as a catalyst to the industry’s growth and sophistication. China is no different. Delegates come with the purpose of wanting to be inspired by new ideas, concepts and solutions that can take their business further,” shared Ooi Peng Ee, General Manager of TTG Events.

He further explained, “What we have done this year is to tailor different platforms to the objectives of specific delegate groups. Destination presentations are meant for NTOs and CVBs to update our buyers and media on their campaigns while media briefings are structured for companies to engage both international and local press in a captive setting. The Association Days @ IT&CM China programme that includes forums which offer simultaneous English-Chinese translation are specifically meant to draw local Association Executives and professionals into the show, while the brand new Campfire knowledge sessions impart practical business know-how to our various delegates.”

More than 20 sessions helmed by international and local organisations such as Berlin Tourismus & Kongress GmbH, Bloomington MN Convention & Visitors Bureau, Business Events Hangzhou China, Carlson Wagonlit Travel China, Central Hall Westminster, China Automotive Dealer Association, Delta Airlines, Guidebook, Info Salons China, Marriott International Inc, MEET Taiwan, Shanghai Municipal Tourism Administration, SITE Global, Thailand Convention & Exhibition Bureau and Xiamen Conference and Exhibition Association, were motivated to leverage on these knowledge enhancement and engagement platforms.

Fully supportive of this year’s educational programme, Association Days @ IT&CM China forum speaker Heike Mahmoud, CMP, Director Conventions of visitBerlin Berlin Convention Office commented, “Trade Shows are good platforms for sharing information and meeting potential partners. As we work in a global world, understanding other cultures is a key for success. Learning together through knowledge sharing to find solutions, should be part of our collaborative DNA. We should also create win-win situations to encourage business opportunities. Education sessions, like the forums at Association Days @ IT&CM China 2015, are excellent avenues to tailor

content to the right target groups. As Berlin is an open city with endless solutions for our clients, I am very excited to present the city as a leading Convention Destination and to share best practices with our potential clients. The Asian market is certainly our top priority going forward.”

Zhang Te, Secretary of MICE Committee of China Association of Travel Services, an association professional at the event said, “I attended the first two sessions on choosing a meeting destination and changing membership models, and found both topics to be of relevance. The information and tips presented are also particularly practical to Associations. The speakers, who are mostly local, expressed views and insights that are very relatable to Chinese associations. As a result of today’s forum, I’m now interested in Berlin as a destination and believe that there will be opportunities for collaboration in the future.”

Marriott, one of the show’s largest brand sponsor this year finds the brand new campfire session a great way to educate and engage their desired audience. Expressed Adelina Ye, Area Director of Sales and Marketing, East China, “Marriott is setting trends within the MICE industry through technology and innovation like our Meetings Imagined approach and the Meetings Service App. These solutions were founded on our research that discovered the seven purposes for meetings: celebrate, decide, educate, ideate, network, produce and promote. As the campfire sessions are held in intimate, up-front settings, they are ideal for sharing in detail how we are changing the way event planners book meetings by reinventing the planning process to be more visual, social and purposeful.”

Ye further explained, “We at Marriott are able to create unique meeting experiences by helping meeting planners design and execute their meetings in creative ways to inspire results. During our campfire session, we would be able to answer questions first-hand and provide an in-depth walk-through of our unique services and solutions such as the complementary meetingsimagined.com website that is curated around the seven meeting purposes and the component building blocks of meetings – setup, food & drink, tech & supplies and experiences. The website also houses hundreds of inspirational images and meeting concepts, and allows planners to create and share favourite ideas through social media and email.”

For more information on IT&CM China, visit [www.itcmchina.com](http://www.itcmchina.com)

## **ABOUT IT&CM CHINA 2015**

IT&CM China 2015 will be held from April 14 to 16 at Shanghai Exhibition & Convention Center of International Sourcing. This is the 9<sup>th</sup> instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. The 2015 event expects an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.

The event is organised by TTG Events, a business group of TTG Asia Media, CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Service) and MP International. It has the support of Shanghai Municipal Tourism Administration (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), American Society of Association Executives (**ASAE**), euromic, International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of CATS, Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**), Society of Incentive Travel Excellence (**SITE**) and World PCO Alliance.

Co-located with CTW China – The Leading Corporate Travel Management Conference For China, IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2015 for the 5<sup>th</sup> year running.

More information is available at [www.itcmchina.com](http://www.itcmchina.com)

## **IT&CM CHINA EVENT DESCRIPTION**

### **The Leading International MICE Event In China**

Since 2007, IT&CM China has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to "Promoting China to the World and the World to China". Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-day event receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours. Co-located with CTW China, IT&CM China is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Services), and MP International.

## **MEDIA CONTACT**

### **INTERNATIONAL**

#### **TTG Asia Media Pte Ltd**

1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: [www.itcmchina.com](http://www.itcmchina.com)

Event Email: [itcmchina@ttgasia.com](mailto:itcmchina@ttgasia.com)

#### **Cheryl Kah (Ms.)**

Corporate Digital Marketing Executive  
Email: [cheryl.kah@ttgasia.com](mailto:cheryl.kah@ttgasia.com)

#### **Eileen Teo (Ms.)**

Marketing Executive  
Email: [eileen.teo@ttgasia.com](mailto:eileen.teo@ttgasia.com)

#### **Cheryl Tan (Ms.)**

Corporate Marketing Manager  
Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

### **CHINA**

#### **CITS International M.I.C.E.**

Room 503, CITS Building, 1 Dongdan North St  
Dongcheng District, Beijing 100005 China

Tel: (86-10) 8522 7997

Fax: (86-10) 6522 2310

Event Website : [www.chinese.itcmchina.com](http://www.chinese.itcmchina.com)

Event Email: [itcmchina@citsmice.com.com](mailto:itcmchina@citsmice.com.com)