



ICCA Asia-Pacific Summit Education Series

Re-Opening, Reviving, Re-Inventing

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ICCA Asia-Pacific Summit Education Series

Re-Opening · Reviving · Re-Inventing

10 January – 10 February 2022

Summit Synopsis:

If history has taught us one thing, it's that a crisis is a catalyst for change. As countries in the Asia-Pacific Region slowly start to re-open to foreign travel, the main question for the events and meetings industry will be how it will re-emerge and what efforts will be needed for a swift and effective revival. It also poses a unique opportunity for all stakeholders involved to re-invent the industry using innovation and new ideas. This year's Asia-Pacific Summit will look at what needs to be put into place to ensure the prosperity of the events and meetings industry beyond the pandemic.

Programme

Session 1

ICCA Asia-Pacific Summit – Education Series Introduction

ICCA Asia-Pacific Chapter Chair, Ashwin Gunasekeran introduces the 2021 AP Summit Education Series.

- **Ashwin Gunasekeran** - Chief Executive Officer of Penang Convention & Exhibition Bureau and Chair, ICCA Asia Pacific Chapter
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Session 2

Welcome to Xiamen – Destination Video

Xiamen as a destination has a lot to offer for visitors from across the globe: delicious Chinese cuisine, a history stretching back hundreds of years, as well as a stunning local culture. We will look at what really makes Xiamen a great destination for inbound visitors, whether the purpose of their visit is for pleasure or business.

Session 3

Navigating the Unknown Through Creativity

Exclusively sponsored by the ICCA Asia Pacific Chapter Summit 2020 Local Host Committee:

- ❖ *City of Yokohama*
- ❖ *Yokohama Convention and Visitors Bureau*
- ❖ *PACIFICO Yokohama*

YOKOHAMA
JAPAN'S FIRST
PORT OF CALL

For the last couple of years, the pandemic has caused continual uncertainty for individuals, businesses, and countries. And that uncertainty doesn't seem like it's going away anytime in the near future.

But what we often forget is that it is in these periods of uncertainty where creativity really takes center stage. Creativity thrives when we don't know what the answer is — and we certainly don't have all the answers yet!

How can all of us be more creative, especially during this tough moment in our lives?

Please join Michael Peng, Chief Creative Officer of Moon Creative Lab, former Partner of human-centered design firm IDEO, as he shares with us how he has stayed inspired during the pandemic and tips for how we can all better utilize creativity to lead us through the unknown.

- **Michael Peng** - Chief Creative Officer at Moon Creative Lab & Former Partner & Managing Director at IDEO Tokyo

Session 4

Destination Marketing in a New Era

With the continued uncertainties surrounding the ongoing pandemic, many of the delegates which in pre-Covid times would have formed the traditional core audience for face-to-face conferences and congresses are still hesitant to go back to their old ways. Venues, destinations, associations, and event organisers need to work together to create robust strategic plans, which include strict health and safety protocols for delegates and staff alike. These plans need to be effectively communicated to delegates to instil a sense of confidence and security and bring back inbound travellers for business events.

In this session, a multi-stakeholder perspective we will look at the different strategies that our industry has been deploying in order to try and achieve this aim.

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- **Nicole Walker** - Chief Executive Officer, Arinex
 - **Nooch Homrossukhon** - Director, Conventions, Thailand Convention & Exhibition Bureau (TCEB)
 - **Michael Kruppe** - General Manager, Shanghai New International Expo Centre Co.
 - **Lujue Mao** - Deputy General Manager, Xiamen ITG MICE Operation Co., Ltd
 - **Xiaoyu Wu** - Deputy General Manager of Xiamen Conference & Exhibition Group (XICEC) and Vice President of Xiamen Convention & Exhibition Industry Association (XMCEA)
 - **Moderator: Alicia Yao Hong** - General Manager, IME Consulting Co. Ltd.
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Session 5

Event Legacy in the Asia-Pacific Region – BESarawak Legacy Initiative: ICCA Congress Case Study

Whether the effect is social, environmental, or economic, a project's legacy is vital for ensuring that any event contributes in a positive manner to its host destination. The Business Events Sarawak has created a programme which aims to provide additional exposure for convention legacy projects within governments and the wider community. This session will look at the impact of this programme in Malaysia, Sarawak and beyond.

- **Amelia Roziman** – CEO, Business Events Sarawak
 - **Moderator: Dr Leslie Xiang Li** – Vice President, China National Convention Center
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Session 6

Assessing the Impact of the Pandemic on Association Operations

Almost two years on from when meetings first got disrupted by the pandemic, how are associations redesigning the ways they engage their members and how has this change impacted their operations and financial well-being. How have associations members reacted to all the changes? What can we learn from association operation leaders' experiences and how can the industry prepare to move forward?

The session will start with an interview of Mike Morrissey, President of the European Society of Association Executives by ICCA's very own Community Engagement Manager, Frances van Klaveren and will be brought back to the Asia-Pacific region by Octavio 'Bobby' Peralta, Founder & CEO, Philippine Council of Associations and Association Executives (PCAEE) and President of Asia Pacific Federation of Association Organizations (APFAO), together with Dr Keiko Nishimoto - Senior Researcher, MICE Research Institute and ICCA Asia-Pacific Chapter Deputy Chair & Treasurer.

- **Mike Morrissey** - President of European Society of Association Executives (ESAE) and Chief Executive of the European Cancer Organisation
 - **Frances van Klaveren** - Community Engagement Manager, ICCA
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- **Octavio 'Bobby' Peralta** - Founder & CEO of Philippine Council of Associations and Association Executives (PCAA) and President of Asia Pacific Federation of Association Organizations (APFAO)
 - **Dr Keiko Nishimoto** - Senior Researcher, MICE Research Institute and Deputy Chair & Treasurer, ICCA Asia-Pacific Chapter
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Session 7

Driving Innovation at All Levels of Your Organisation: How, and Why It Is So Important

Innovation isn't just the invention of new technologies; it is also a mindset. New ideas from within an organization can come from the top down, but also the bottom up. But how do we make sure that all the representatives of our organizations -both corporate and SMES- are coming up with new ideas to drive positive change and impact within the meetings and events industry? In this session we will look at some of the ways to drive innovation and how this is vital if our industry is to continue moving forward in the right direction.

- **John Bessant** - Senior Research Fellow at Innofora Ltd. and Professor Emeritus of Innovation and Entrepreneurship at University of Exeter
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Session 8

Re-skilling vs Upskilling: Closing the Skills Gap for Professionals in the Digital and Hybrid Era

With the influx of new technologies, ideas and innovations comes the need for new skills within the meetings and events industry. As the past year has accelerated the digitization of the business and services throughout many industries, it has particularly impacted the meetings and events industry which has forced its professionals to tackle digital and hybrid events. From the content and speakers to the way in which we encourage delegate interaction and seek sponsorships all has had to change in the past year. This session will zoom in to look at exactly what new skills are required in the post-Covid era for meeting and events professionals.

- **Elfarina Zaid** - Co-Founder, Co-Founder of Elf Coaching and Managing Partner of CRR APAC
 - **Peter Macdonald** - CEO, Meetings and Events Australia
 - **Moderator: Richard Magennis** - Education Manager, ICCA
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Session 9

Risk Management: Risk-sharing Amongst Diverse Stakeholders

In times of global uncertainty and sporadic local lockdowns, it's important that new contractual agreements and insurance products are developed to ensure risk is evenly managed across all actors. It's important that destinations, venues and suppliers pull together to share the financial risk in the case of new pandemic outbreaks, or other unforeseen events. In this session, we will have three different stakeholders who will give their views on this important topic.

- **Eyal Halevy** - Managing Director, Paragon International Group
 - **Moderator: Richard Magennis** - Education Manager, ICCA
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