



**ICCA  
ASIA  
PACIFIC  
SUMMIT 2019  
PENANG**



**5 – 6 December**

Setia SPICE Convention Centre  
Penang, Malaysia

*Journey  
of  
Discovery*

Organised by:



penang  
convention &  
exhibition  
bureau



ANDERES  
FOURDY



ICCA  
Asia Pacific  
Chapter

Supported by:



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Committee

[iccaapsummit.com](http://iccaapsummit.com)

# Why Attend

- Learn **winning strategies** that have put Asia Pacific on the global business events radar
- Tap into the collective wealth of **knowledge and experience** of fellow ICCA Asia Pacific Chapter members
- Network with the **leaders and influencers** of business events in Asia Pacific at the joint ICCA Asia Pacific Summit 2019 and BE @ Penang 2019 social events
- Meet Malaysia's top outbound meetings agencies at the exclusive **Asia Pacific Meetings Destination Marketplace**

## Preliminary Programme

### DAY 1 : THURSDAY, 5 DECEMBER 2019

0800 – 0845 *Registration & Welcome Breakfast*

#### 0845 – 0930 **Opening Ceremony**

Welcome Remarks by Ashwin Gunasekeran  
CEO of Penang Convention & Exhibition Bureau

Welcome Remarks by Jason Yeh  
ICCA Board of Directors and Chair of ICCA Asia Pacific Chapter

Officiating Address by The Hon. Mr Yeoh Soon Hin  
Penang State Executive Councilor for Tourism Development, Arts, Culture and Heritage

Officiating Address by The Right Hon. Mr Chow Kon Yeow  
Chief Minister of Penang

0930 – 1000 **Keynote Address**  
James Rees, President of ICCA

1000 – 1045 *Morning Coffee Break with Business Hub*

#### 1045 – 1130 **Teh Tarik with the ICCA President**

“Teh Tarik”, otherwise known as Pulled Tea, has been Malaysia’s “national drink” to gather people and chit-chat the night away. This is your chance to get up close and personal with James Rees, ICCA President since November 2018. In this “You Ask, James Answer” coffeeshop chat session, come with your burning questions and ideas to be shared with our President! This interactive session will be moderated by Jane Vong Holmes, GainingEdge, who has been an industry veteran for more than 2 decades. Jane comes equipped with inside and industry knowledge as former ICCA staff and now an ICCA member.

Key takeaways:

1. Gain first-hand insight on how to maximise your membership.
2. Understand the direction of ICCA and how you can relate it to your own organisational goals.
3. How can you contribute and make an impact as a member of ICCA?

Host: Jane Vong Holmes, GainingEdge

#### 1130 – 1230 **Crouching Tiger Hidden Dragon**

Just like the movie, ICCA Asia Pacific Chapter boasts a diverse pool of hidden talents and outstanding personalities. Come join us as we hear personal stories of these AP Tigers and Dragons to learn how to engage with ICCA and benefit from the membership.

#### **Creativity in Research**

There is more to research than just data. Find out from the Asia Pacific’s elite group of researchers on how they use the ICCA Database as an intel to link with thought leaders and economic clusters, as well as extrapolating the data for their business models.

1230 – 1400 **Networking Lunch**

1400 – 1530 **Journey of Discovery**

Two decades ago, ICCA Asia Pacific Chapter was a mere grouping of 100 member organisations. Today, we stand strong with almost 300 members covering 16 countries and territories, making us the largest Chapter within ICCA global network. Moving forward, how do we unlock and leverage our diversity and expertise for latent possibilities for partnership and business opportunities within ourselves? What are the touchpoints that connect us as a Chapter and what is next for us?

Key Takeaways:

1. How can we as chapter members collaborate & sustain the momentum build at this summit for the long term?
2. Look at the power of the region and initiate possible cross-city partnership

1530 – 1600 *Afternoon Coffee Break with Business Hub*

1600 – 1645 **Your Viewpoint Matters!**

Join us in this exciting verbal war to stand your ground on major issues revolving around the region. Motions will be presented, make sure you come with your thinking caps!

1645 **End of Day 1 sessions**  
Shuttle back to hotels

1800 Shuttle Dinner Venue

1930 – till late **Dinner Hosted by Penang Convention & Exhibition Bureau**

## DAY 2 : FRIDAY, 6 DECEMBER 2019

0800 – 0900 *Penang Kopitiam Breakfast*

0900 – 1030 **Meetings Design Experience**

Facilitators:

Han Chiang & Mike van der Vijver, Orange Gibbon

1030 – 1100 *Morning Coffee Break with Business Hub*

1100 – 1245 **CEO Deep Dive**  
(1100–1230)

This high-level session is open for C-level executives including CEO, MD, GM etc.

\*Limited to 60-person, pre-registration is required.

1145 – 1230

### **Bidding Stories**

Not all bid journeys are equal and end on happy note. Nor are they a walk in the park. Let's hear from the experts as they share their bid journeys and whether they land victorious.

### **What's the Buzz on Digital Marketing**

Conquer your fear of missing out and start harnessing digital tools to go beyond awareness to hit successful conversions.

1230 – 1400 **Networking Lunch**

1400 – 1445 **Where Fairy Dust Meets Business Events**

Elevating delegate experience is creating quite the buzz in our industry. How can you create immersive experiences so that your clients will talk about your events for years to come?

**“Sustain-Ability” in Business Events**

Sustainability has been a hot topic for years – so why is it taking so long for the BE industry to catch up? Our industry has a bigger role to play in measuring and promoting sustainability. How are we going to create and develop best green practices?

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1445 – 1615 **Building a Legacy for the Future**

How can association meetings help your destination build a legacy for the future? Is it possible for association meetings to help formulate and drive solutions for challenges your community is facing? This session explores the potential of meetings beyond the economic impact.

Key Takeaways:

1. Understanding the importance of legacy and legacy planning
2. How to communicate your legacy effectively

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1615 – 1645 *Afternoon Coffee Break with Business Hub*

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1645 – 1715 **Malaysia Special**

The inspirational story of a Malaysian socio-political activist and writer who has been conferred the Chevalier de la Légion d'Honneur by the French government for the “voice and charisma to many causes.”

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1715 – 1830 **Closing Ceremony**

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1830 **Finale Party @ SPICE Rooftop Garden**  
till late Hosted by PCEB and Setia SPICE Convention Centre

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- **Please note that the sessions including timings, format and speakers are subject to change.**
- **The ICCA Asia Pacific Chapter Summit is run concurrently with the BE @ Penang. Sessions indicated in  GREEN on Day 1 are for ICCA members only. All other sessions are open to both the ICCA Asia Pacific Chapter Summit & BE @ Penang delegates.**

## Journey of Discovery

The ICCA Asia Pacific Summit 2019 in Penang is the first summit by the ICCA Asia Pacific Chapter, the largest chapter in the ICCA community. It is a summit by the members, for the members.

This two-days summit is designed as a platform for the Asia Pacific members to meet, network and discuss topics of common interest to pave the way for member-to-member collaboration. ICCA Asia Pacific Summit 2019 will bring together expert speakers from the global business events and ICCA Asia Pacific Chapter communities on a **Journey of Discovery**.

The collective community engagement and discussions will inspire our members to leverage on the power of our region in the global meetings industry, and to discover the potential legacy and impact of this industry to the economy and society.

*We welcome you to join us in Penang, Malaysia for the first ever ICCA Asia Pacific Summit, this December 5 & 6!*

**ICCA Asia Pacific Summit 2019**

**Registration Fee**

**ICCA Member**

**USD 350**

**REGISTER** [iccaapsummit.com](http://iccaapsummit.com)



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