



Wednesday 4 July 2012

- Delegation's arrival (Note: some will arrive early)
1300 onward Workshop Booklet & Delegate Badge distribution
- 1800 **Introduction to the Workshop**
§ Introduction of delegates
§ Welcome remarks by Chairman, ICCA Asia Pacific Chapter
§ Workshop Briefing
Venue : Senso, Hilton Kuching
Dress Code : Smart Casual
- 1845 Site Inspection at Hilton Kuching
- 1900 Proceed to Sarawak River Jetty (5 minutes walk)
- 1910 - 2145 **Sarawak River Cruise & Dinner**

Thursday 5 July 2012

- Breakfast at Hilton Kuching
- 0830 Transfer from Hilton Kuching to Borneo Convention Centre Kuching (BCKK)
- ICCA Asia Pacific Client/Supplier Business Workshop 2012**
Dress code : Business Attire
Venue : Meeting Room 14, BCKK
- 0900 Participant's arrival at BCKK
- 0915 Arrival of VVIP and introduction to delegates
- 0915 – 0910 Safety Briefing by BCKK
- 0930 - 0940 Opening Remarks by YB Datuk Amar Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Open, Minister of Housing & Tourism, Sarawak
- 0940 - 0950 Welcome Speech by Martin Winter, Chairman ICCA Asia Pacific Chapter & CEO, Gold Coast Tourism, Australia
- *0950 *VVIP proceed for Media Interviews*
- 0950 - 1000 Briefing by Noor Ahmad Hamid, ICCA Regional Director Asia Pacific
- 1000 - 1115 **Business Meeting I**
10:00-10:15 Session 1
10:15-10:30 Session 2

- 10:30-10:45 Session 3
 10:45-11:00 Session 4
 11:00-11:15 Session 5
- 1115 - 1130 Coffee break
Venue: Concourse 1
- 1130 - 1245 **Business Meeting II**
 11:30-11:45 Session 6
 11:45-12:00 Session 7
 12:00-12:15 Session 8
 12:15-12:30 Session 9
 12:30-12:45 Session 10
- 1245 - 1400 Lunch at
Venue: Meeting Room 12 & 13
- 1400 - 1530 **Business Meeting III**
 14:00-14:15 Session 11
 14:15-14:30 Session 12
 14:30-14:45 Session 13
 14:45-15:00 Session 14
 15:00-15:15 Session 15
- 1515 - 1530 Coffee break
Venue: Concourse 1
- 1530 - 1600 Debriefing for Clients and Suppliers
Note: This session will be held separately for Clients and Suppliers
Venue for Clients: Meeting Room 5 and Suppliers: Meeting Room 6
- 1600 - 1630 Debriefing for all CSBW delegates
Venue: Meeting Room 14
- 1630 - 1640 Group photo, Great Hall's Staircase
- 1645 Hilton Hotel transfer
 1715 Hotel arrival
- 1840 - 1900 Assembly at the lobby & Hilton Kuching Hotel inspection
- 1900 Transfer to Sarawak Museum
 1920 Arrival at Sarawak Museum
- 1920 - 2200 **Gala Dinner at the Sarawak Museum**
Dress code: All White or Black & White
- 2200 Transfer to Hilton Kuching

Friday 6 July 2012

Breakfast at hotel

0830 Transfer to Borneo Convention Centre Kuching

ICCA Asia Pacific Educational Seminar 2012

Theme : "Carving the Niche in the Meetings Industry"

Venue : Meeting Room 14, Borneo Convention Centre Kuching

Dress code : Business Attire

Moderator : Gary Grimmer, GainingEdge

0800 – 0900 Registration

0900 – 0910 Safety Briefing by BCKK

0915 – 0930 **Opening Remarks:**

Martin Winter, Chairman, ICCA Asia Pacific Chapter

0930 - 1100 **Session 1: Rise of the Tiger and Dragon?**

China and India are the world's biggest emerging economies. Will they also be the world's biggest emerging convention destinations? Our panel will talk about how these countries are performing today and how they will affect the Asian meetings environment in the future.

Panelists:

§ Jeffrey Huang, World Federation of Chinese Medicine Societies

§ Christine Trimmer, International Association for the Study of Obesity

§ Prof. Jeremy Chapman, The Transplant Society

§ Rajani Nair Deb, KW Conferences

§ Sarah Wang, China National Convention Center

1100 – 1130 Coffee break

Venue: Concourse 1

1130 - 1230 **Session 2: Association Focus: Adapting to Generation Change**

Baby Boomers are retiring, Gen X is moving into association leadership and Gen Y is key to the future of association communities. How are associations adapting to the changing demands and needs of increasingly diverse audiences?

Panelists:

§ Prof. Steve Turton, Association for Tropical Biology & Conservation

§ Elaine Horne, Int. Council of Associations for Science Education

- § Jenny Graham, Cairns Convention Center
- § Martin Winter, Gold Coast Tourism

1230 – 1330 Lunch

Venue: Meeting Room 12 & 13

1330-1500 **Session 3: Meeting Support and the Modern Destination**

Destinations are seeking to differentiate themselves, and meeting planners are looking for higher levels of service. Where are world leading destinations heading in terms of meeting services and are they really delivering what the customer wants?

Topics & Panelists:

- § **Ambassadors and Local Hosts**
Mike Cannon, CEO, Sarawak Convention Bureau
- § **Subvention**
Chloe Chong, MyCEB
- § **Event Marketing and Attendance Promotion**
Matthew Sturt, Gold Coast CB

1500 – 1530 Coffee break

Venue: Concourse 1

1530-1700 **Session 4: Building Asia's Association Community**

Well developed association communities are key to professional and trade development. Having a strong association network in Asia will help to drive trade, economic and knowledge transformation as well as an increased demand for more meetings. What should Asia's association world look like and how can we help to develop it?

Panelists:

- § Dawn Chui, Int. Association of Public Transport
- § Dr. John Lau, Toastmasters International
- § Scott Campbell, Global Research and Intelligence Network
- § Dr. Susianto Tseng, International Vegetarian Union
- § Dr. Nopadol Wora Urai, International Society of Surgery
- § Prof. Shlomo Geva, Special Interest Group on Information Retrieval

1730 – 1830 Transfer to Kuching International Airport / Hotel

1830 – 1845 Check in at Grand Margherita Hotel for Tour Participants on 7 July

1845 – 1905 Site Inspection at Grand Margherita Hotel

Pre & Post Tours of Sarawak

Wednesday 4 July

Paid Tour

Breakfast at hotel

0745 Pick up at Hilton
0800-1100 Semenggoh Orang Utan Tour

Saturday 7 July 2012

Complimentary Tours

Breakfast at hotel

0745 Pick up at Hilton
0755 Pick up at Grand Margherita | Riverside Majestic
0800-1330 "Cat City" Kuching City Tour
1400-1700 Culture: Sarawak Culture Village
Semenggoh Orang Utan Tour
Adventure: River Kayaking

Dress Code:

Light, loose fitting, casual walking clothes are best-thin cotton/linen material. For easy walking, either a sarong, skirt, shorts or light trousers works well. Footwear can be anything comfortable used walking outside in warm weather. Walking sandals with straps are the most comfortable option. Sunscreen and a hat and sunglasses are essential items. Aloe vera gel is useful for those who sunburn easily. Ladies may opt to bring wet tissues in their purse.

Special Considerations:

a) Semenggoh Orang Utan tour: Guests are advised not to bring any item of food or water in their pockets or bags on site near the orangutans.

b) River Kayaking Tour : As this is a wet activity, then light beach wear - e.g. a swimming suit, underneath a T shirt and knee length beach shorts or khakis with sturdy open beach sandals that will not sustain damage when wet (preferably slip on sandals with straps over flip flops) - is appropriate. To bring a 2nd set of similar clothes in a backpack (water repellent material, not fabric) is highly recommended, plus a face towel. It is recommended that you leave your important personal items such as mobile phone and wallet in the hotel or you may also leave these with staff before the Guide begins the kayaking tour.

The tour guide will brief the group thoroughly on any safety regulations before commencing any tour.