ICCA–Thailand Bid Workshop
PEACH, Royal Cliff Hotel Groups
Pattaya, Thailand
3-4 July 2014

International Congress and Convention Association
ICCA–Thailand Bid Workshop 3-4 July 2014

Program of ICCA Thailand Workshop 2014
“Mind Sharing for Sharing Success in Meeting Industry”
### Program at a Glance

#### Day 1 – July 3, 2014

<table>
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<tr>
<th>Time</th>
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<tr>
<td>08.30-09.00</td>
<td>Registration</td>
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<tr>
<td>09.00-09.10</td>
<td>Welcome Remark by Representative of Thailand Convention and Exhibition Bureau (TCEB)</td>
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<tr>
<td>09.10-09.20</td>
<td>Introduction to Workshop</td>
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<tr>
<td>09.20-09.50</td>
<td>Keynote Presentation “Dancing in Partnership” By Ms. Suprabha Moleeratanond How to build a good relationship between clients, suppliers and PCOs and Lessons learned from the European Association market By Juan Jose Garcia</td>
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<tr>
<td>09.50-10.50</td>
<td>Coffee Break</td>
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<td>10.50-11.10</td>
<td>Do you know how to use the ICCA tools to improve your marketing strategy? By Mr. Noor Ahmad Hamid</td>
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<td>11.10-11.50</td>
<td>Briefing on Group Work of Marketing Case Study By Juan Jose Garcia</td>
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<td>11.50-12.00</td>
<td>Lunch at Pattaya 19</td>
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<td>13.00-14.00</td>
<td>Case Study: Success Story of the 12th World Blind Union Asia Pacific Massage Seminar Group work and Presentation on Marketing Case Study By Juan Jose Garcia (Coffee break will be served in the room)</td>
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<tr>
<td>14.00-16.50</td>
<td>Brief: How to use Google Hangout</td>
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<td>16.50-17.00</td>
<td>Group photo for sending to Amsterdam</td>
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<td>19.00-21.00</td>
<td>Exclusive Dinner at Breezeo by Royal Cliff</td>
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End of Day 1
## Program at a Glance

### Day 2 – July 4, 2014

<table>
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<th>Time</th>
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| 09.30-10.15 | **Bidding Issues and Trends**  
  By Ms. Shook Fong, MD of MCI Malaysia  
  **Turning a Nightmare into a Sweet Dream: Mission (Im) Possible!** |
| 10.15-11.15 | **Speakers:** Assoc. Prof. Apichai, Secretary General of The Society of Plastic and Reconstructive Surgeons of Thailand  
  Mr. Juan Jose Garcia  
  **Pricing, Fees, Commissions: How can we design successful business models that benefit both suppliers and clients?**  
  By Juan Jose Garcia |
| 11.15-12.30 | **Lunch at Pattaya 11+12** |
| 12.30-14.00 | **Live Link Session:** “What do associations REALLY think about the risks and rewards of outsourcing their events and what are the marketing implications for suppliers?” |
| 14.00-16.30 | **Coffee Break Sponsored by BITEC**  
  **Group Discussion and Sharing Result of Discussion** |
| 16.30-16.50 | **Conclusion by ICCA Speaker/Group Photo** |
| 16.50-17.20 | **End of Day 2** |
Day 1, Session 09.00-09.10

Topic: Welcome Remark by Representative of Thailand Convention and Exhibition Bureau (TCEB)

Ms. Supawan Teerarat
Vice President, Strategic and Business Development, Thailand Convention and Exhibition Bureau (TCEB)
Day 1, Session 09.10-09.20

**Topic: Introduction to Workshop**

Mr. Juan Jose Garcia  
Director of Marketing and Sales,  
BARCELO CONGRESOS, Spain and 1st Vice President of International Congress and Convention Association (ICCA)

Mr. Noor Ahmad Hamid  
Regional Director Asia Pacific  
ICCA Asia Pacific Office | Global Research Centre
Day 1, Session 09.20-09.50

Topic: Keynote Presentation “Dancing in Partnership”

Ms. Suprabha Moleeratanond
ICCA Honorary Member and a former Director of Conventions Department, Thailand Convention and Exhibition Bureau (TCEB)
Day 1, Speaker Ms. Suprabha Moleeratanond

Ms. Suprabha Moleeratanond
ICCA Honorary Member and a former Director of Conventions Department, Thailand Convention and Exhibition Bureau (TCEB)

Director S&T Contemp Co. Ltd. Thailand

Ms. Suprabha has over 30 years of experience in marketing Thailand as the destination of choice for both leisure and business travels while working for Thai Airways International and Thailand Convention and Exhibition Bureau. The passion for association work has led her to be involved in AACVB, ASEANTA, ICCA, PATA and TICA as an association board member.

During her time with Thai Airways International, she worked with other Star Alliance Partner Airlines to initiate and launch the Star Alliance Convention Plus Program in 2004. In 2008, she revived the AACVB to be the voice of the Asian Meetings Industry and became the President of this association in 2009. Through her passion and hard work, she was presented with the IMEX Asia-Pacific Academy Award in 2010 and was appointed Hon. Member of ICCA in 2011.

She now helps her family operate a container business with approx. 200 employees.
Day 1, Session 09.50-10.50

Topic: How to build a good relationship between clients, suppliers and PCOs and Lessons learned from the European Association market

Mr. Juan Jose Garcia
Director of Marketing and Sales, BARCELO CONGRESOS, Spain and 1st Vice President of International Congress and Convention Association (ICCA)
Day 1, Speaker Mr. Juan Jose Garcia

Mr. Juan Jose Garcia
Director of Marketing & Sales
Barcelo Congresos, Spain

A native of Barbate, located in the province of Cadiz (South of Spain), Juan José has an extensive experience of more than 23 years in the Business Events Sector. Juan José holds a MBA degree and is highly skilled in project management. He joined Viajes Iberia Congresos in 1987 where he held various positions within the company until he settled in his current position as Director of Sales and Marketing being responsible for the business development. Besides the mentioned skills, he is a major expert in bid presentations, association and destination management.

Other professional data of interest:

• ICCA 1st Vice President and Treasurer since October 2010
• Guest speaker and moderator in many seminars, meetings and congresses, both national and International
• Senior consultant in strategic positioning of destinations within the “Business Events Industry”
• Faculty member in the MBE “Master in Business Events”
Coffee break served at the foyer
Topic: Do you know how to use the ICCA tools to improve your marketing strategy?

Mr. Noor Ahmad Hamid
Regional Director Asia Pacific
ICCA Asia Pacific Office | Global Research Centre
Day 1, Session 11.50-12.00

Topic: Briefing on Group Work of Marketing Case Study

Mr. Juan Jose Garcia
Director of Marketing and Sales,
BARCELO CONGRESOS, Spain and 1st Vice President of International Congress and Convention Association (ICCA)

Mr. Noor Ahmad Hamid
Regional Director Asia Pacific
ICCA Asia Pacific Office | Global Research Centre
Mr. Juan Jose Garcia  
Director of Marketing & Sales  
Barcelo Congresos, Spain

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Mr. Noor Ahmad Hamid
Regional Director Asia Pacific
ICCA Asia Pacific Office | Global Research Centre

Noor started his career with Tourism Malaysia where he was involved in international & domestic tourism promotion, media hospitality, meeting & incentive projects and event organising. He was posted to Los Angeles for five years where he was actively involved in the meetings and incentive promotions. After 16 years with Tourism Malaysia, he joined the business sector in event management, sponsorship and innovative tourism projects.

He joined ICCA in 2009 and managed to expand the research team in the regional office, making it a Global Research Centre for ICCA. This has enabled comprehensive research projects to be undertaken by the research team based in Kuala Lumpur for the benefit of members worldwide.

He is a graduate in Tourism Administration and has been accorded as a Visiting Professor to the Shanghai University of International Business and Economics, China PR in 2010.
Day 1, Lunch at Pattaya 19

Lunch served at room Pattaya 19
Day 1, Session 13.00-14.00

Topic: Case Study: Success Story of the 12th World Blind Union Asia Pacific Massage Seminar

Dr. Pecharat Techavachara
President of the Foundation for the Employment Promotion of the Blind
Day 1, Speaker Dr. Pecharat Techavachara

Dr. Pecharat Techavachara
President of the Foundation for the Employment Promotion of the Blind

Education: Bangkok School for the Blind, St. Gabriel’s College in Bangkok
Overbrook School for the Blind, Wharton School of Finance and Commerce, University of Pennsylvania, USA.

Career: land developer, real estate business, importer and producer of medical apparatus and medical accessories.

Founder and President of APT Properties and Land Management Co. Ltd.
APT Energy Co. Ltd. Nongbua Green Power Co. Ltd.
APT HEALTH AND MIDICAL CO. LTD
APT MEDITECH CO. LTD. Auto Smile Co. Ltd. Etc.

Social activities:
• Foundation for the Employment Promotion of the Blind Thai Blind Union
• WBUAP Commission on Massage
• WBU Diversity Committee
• 12th WBUAp Massage Seminar
• Fifth Class of the most Noble Order of the Crown of Thailand
Day 1, Session 14.00-17.00

Topic: Group work and Presentation on Marketing Case Study

Mr. Juan Jose Garcia
Director of Marketing and Sales,
BARCELO CONGRESOS, Spain and 1st
Vice President of International Congress
and Convention Association (ICCA)

Mr. Noor Ahmad Hamid
Regional Director Asia Pacific
ICCA Asia Pacific Office | Global Research
Centre
Brief: How to use Google Hangout to ask question during Live Link session on July 4, 2014
Day 1, Session 16.50-17.00

Brief: How to use Google Hangout to ask question during Live Link session on July 4, 2014
Day 1, Session 17.00-17.15

Group photo for sending to Amsterdam
Day 1, Session 19.00-21.00

*Exclusive Dinner at Breezeo Restaurant*
Day 2, Session 09.30-10.15

*Topic: Bidding Issues and Trends*

Ms. Yap Shook Fung  
MD of MCI Malaysia
Ms. Yap Shook Fung
MD of MCI Malaysia

Shook Fung has been involved in conference organising and management for more than fifteen years.

In the early days, Shook Fung was attached to an independent research institute / thinktank organisation where she was involved in producing, managing and executing conferences, trade missions and forums involving senior Government officials, heads of countries and various international institutions.

Shook Fung later headed the Malaysian office of a leading international PCO before she joined a healthcare communications company.

Shook Fung founded the leading PCO in Malaysia and after 10 years of successful business, merged with MCI group and formed MCI Malaysia.

Shook Fung had training in the engineering and technology field and completed her MBA.
Day 2, Session 10.15-11.15

Topic: Turning a Nightmare into a Sweet Dream: Mission (Im) Possible!

Assoc. Prof. Apichai Angspatt
Secretary General of The Society of Plastic and Reconstructive Surgeons of Thailand

Mr. Juan Jose Garcia
Director of Marketing and Sales, BARCELO CONGRESOS, Spain and 1st Vice President of International Congress and Convention Association (ICCA)
Day 2, Speaker Assoc. Prof. Apichai Angspatt

Assoc. Prof. Apichai Angspatt
Secretary General of The Society of Plastic and Reconstructive Surgeons of Thailand

INSTITUTE
Division of Plastic and Reconstructive Surgery
Department of Surgery Faculty of Medicine Chulalongkorn University

CURRENT ACADEMIC POSITION
Associate Professor of Plastic Surgery

CURRENT POSITION IN PROFESSIONAL SOCIETY
- Secretary General of The Society of Plastic and Reconstructive Surgeons of Thailand
- Assistant Secretary General of The Society of Aesthetic Plastic Surgeons of Thailand
- Secretary General of The Thai Society of Wound Healing
- Board member of The Thai Society of Burn Injuries

CURRENT POSITION IN INTERNATIONAL CONFERENCE
- Assistant Secretary General of the 9th Oriental Society of Aesthetic Plastic Surgeons 2004
- Congress Facilities Committee of The 13th ASEAN Congress of Plastic Surgery 2006
- Assistant Scientific Chairman of the Annual scientific meeting of Thai Plastic Surgeons combines with TST 2010 (Thailand-Singapore-Taiwan)
- Scientific Chairman of the 8th Asia-Pacific Burn Congress and the 3rd Congress of the Asian Wound Healing Association
- Chairman of the Local Organizing Committee of the 23rd World Professional Association for Transgender Health (23rd WPATH 2014)
Mr. Juan Jose Garcia
Director of Marketing & Sales
Barcelo Congresos, Spain

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Day 2, Session 11.15-12.30

Topic: Pricing, Fees, Commissions: How can we design successful business models that benefit both suppliers and clients?

Mr. Juan Jose Garcia
Director of Marketing and Sales, BARCELO CONGRESOS, Spain and 1st Vice President of International Congress and Convention Association (ICCA)
Day 2, Session 12.30 – 14.00

Lunch at Pattaya 19
Day 2, Session 14.00-16.30

**Topic: Live Link Session:** “What do associations REALLY think about the risks and rewards of outsourcing their events and what are the marketing implications for suppliers?”

**Faculty members of the session:**

- **Ms. Carola van der Hoeff**
  Chief Operating Officer & Congress Director of International Pharmaceutical Federation – FIP- (a-code 12351)
  The Hague, the Netherlands

- **Mr. Gerrit Heijkoop**
  Executive Partner
  How Can I Be Social – HCIBS-
  the Netherlands

- **Ms. Karen McMain**
  President
  International Orthoptic Association – IOA- (a-code 22333)
  Halifax, Canada

- **Mr. Martin Sirk**
  CEO
  ICCA
  Amsterdam, the Netherlands
Afternoon Coffee Break Sponsored by Bangkok International Trade and Exhibition Centre
Day 2, Session 16.50-17.20

Topic: Group Discussion and Sharing Result of Discussion
Day 2, Session 17.20-17.50

*Topic: Conclusion by ICCA Speaker/Group Photo*
Wireless Network Connection

Internet wireless connection is available at the venue. Please connect to ICCA and fill in the password by the following;

Password: ICCA2014
Tips for Live Link Event on July 4

• No use of Smartphone to watch live link event. Watch on screen only.

• During live link you can use Smartphone for sending questions to ICCA at http://hybrid.iccaworld.com/chat-only
  or sending questions to ICCA by twitter at #ICCAworld

• Please lower the sound of your smartphone during live link

• Pattaya is chosen as one of four HUBs of ICCA Live Link along with Moscow, Johannesburg and Amsterdam. That means photos of workshop in Pattaya will be taken during live link and forwarded to other hubs through Google Hangout. Be prepared to show yourself! And we will see audience of workshop in those countries, as well.
Tips for Live Link Event on July 4

Input this URL http://hybrid.iccaworld.com/chat-only on your internet browser on your Smartphone.

Type your question here and click send!

ICCA Thailand Workshop 2014
Mind Sharing for Sharing Success in Meeting Industry