

ISSUE 2

Spotlight

MEETINGS & EVENTS

Asia Pacific



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WELCOME 3



WELCOME TO THE SECOND EDITION OF CWT SPOTLIGHT - MEETINGS & EVENTS ASIA PACIFIC.

Asia Pacific continues to deliver significant growth in Meetings and Events (M&E) business with CWT documenting an 8% growth within Asia Pacific in the first half of 2011. The average meetings spend grew by 5%, boosted by stable spend and increases in meetings budgets within industries such as banking and finance.

China and Hong Kong have lead the way with growth figures of 34% and 30% respectively, while Singapore saw an increase of 20%. Not surprisingly, over 42% of meetings buyers' budgets were spent in China alone with its tremendous economic growth continuing to drive and influence the region's meetings market.

Recently at the annual CWT Asia Pacific M&E Conference these trends were discussed in detail as well as a focus on our goals; to provide a solid and united approach to our M&E offering throughout the region and combine best practises with new technology adoptions to deliver superior events to our clients.

I hope that the articles throughout this publication help guide you through your own M&E program. Please take some time to meet some of our team on pages 4 and 5; read about ways you can

improve your registration process with an example of how one of our clients achieved 48% of delegates registered in the first seven days on page 7; hear what our team in India can offer your next group on page 18; and find out why it is important to consider social media in your next M&E event planning on page 19.

Please enjoy our second issue of CWT Spotlight – Meetings & Events Asia Pacific. Our teams across the region look forward to working with you on your next event.



Mike Bezer
VP Global Sales, Asia Pacific

Meet our experts

OUR MEETINGS AND EVENTS TEAMS AROUND ASIA PACIFIC ARE HERE TO ENSURE YOUR EVENT IS A SUCCESS EACH AND EVERY TIME.



“ I love working in Meetings & Events. We work on such a wide variety of events, from educational conferences to action packed incentives in some of the most amazing destinations in the world. ”

Marina Koulas
Event Manager, CWT Meetings & Events Australia

“ Set Specific Measurable Achievable Realistic Time (SMART) objectives for your event. This will help you provide return on investment to stakeholders and ensure you achieve what you set out to accomplish. ”



Shauna Whitehead
Project Manager, CWT Meetings & Events Asia Pacific

“ In the current economic climate we’ve found that budget forecasting is essential to a successful event. Too often clients can ‘blow’ the budget by adding in elements at the last minute at a premium cost. We always strive to nail down the budget so clients are able to forecast accurately throughout the event and no surprises are discovered at completion. ”



Andrea Russell
Operations Manager, CWT Meetings & Events New Zealand

“ Formalising your M&E program can seem quite a daunting task. Start off relatively simply by registering every meeting in a technology tool that can run data reports from the information you enter. This can become a valuable base for future decisions on developing your organisations M&E program. ”

Ingrid Ovaa-Jaspers
Regional Manager, CWT Meetings & Events Asia Pacific



“ My favourite hobby and my favourite job: I like baking cakes and organising an event is just like baking a cake. It calls for patience and an eye for detail. The process can be challenging but also full of joy when you a deliver a successful and memorable event. ”

Mimi Au
Meetings & Event Executive, CWT Meetings & Events Hong Kong

“ You only get one chance to create an unforgettable event. Don’t leave it to chance, leave it to us. ”

Fon Sia
Head Meetings & Events, CWT Meetings & Events Singapore





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To find out more about what Mantra Group can do for your next conference please contact your Carlson Wagonlit Travel office.



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REGISTRATION 7

Laying the foundations

DEVELOPING AND IMPLEMENTING A GREAT REGISTRATION SYSTEM IS THE FIRST STEP TOWARDS COORDINATING A SUCCESSFUL EVENT.

The process of conference registration helps organisers capture critical data about attendees so that correct venues, resources and budgets can be allocated to the event. Using experts, such as the CWT Meeting & Events team, that understand the technology and requirements to develop a user friendly and effective system, can really pave the way to a great event.

The CWT M&E team recently developed a comprehensive registration management system including RSVP contact centre, flight, accommodation and transfer management for one of their clients, Fonterra, the world's leading exporter of dairy products. CWT were tasked with coordinating Fonterra's Networkers Conference held in New Zealand.

A custom registration site was built incorporating client branding and the event theme. A critical element in the success of the registration system was to personalise as much of the data as possible to create an efficient user experience. The CWT M&E team uploaded the details of over 700 delegates, allowing personal details to be pre-populated in the online registration forms, saving delegates time when registering for the event.

Andrea Russell, Operations Manager CWT Meetings & Events New Zealand said "by using this process a record number of registrations was achieved, with 428 delegates registering online compared to previous years where a majority of registrations occurred onsite".

The results speak for themselves with a staggering 48% of delegates registered within the first 7 days of registration launch, 86% within the communicated

registration period and there was no need for onsite registrations.

Having access to the delegate data, in a real-time reporting portal allowed for correct allocation of staffing and resources for the event and enabled itinerary and confirmation details to go out quickly and seamlessly, helpful for both the organisers as well as the registrants.

Aisling Burke, Events and Sponsorship Manager, Fonterra said "We challenged CWT to revolutionise a difficult registration and travel booking process. A high tech yet simple registration web build was needed and a lot of patience and assistance to help and encourage non technical delegates to register online. The results spoke for themselves, with full delegate registration through the online website and a very efficient pre event and onsite support crew meaning not one complaint was received. Thanks for all your hard work CWT, we know you put a lot of effort and energy into it."

"...48% of delegates registered within the first 7 days of registration launch, 86% within the communicated registration period..."



Abu Dhabi

WITH SUN DRENCHED DESERT DUNES SET AGAINST THE CLEAR AZURE WATERS OF THE ARABIAN GULF, ABU DHABI ALSO KNOWN AS 'FATHER OF THE GAZELLE' IS AN IDEAL SETTING FOR MEETINGS AND EVENTS WITH A DIFFERENCE, WRITES

KRIS MADDEN.

ABU DHABI - the capital and largest of the seven emirates of the United Arab Emirates - was little more than a desert inhabited by nomadic tribes until oil was discovered there 50 years ago.

Today Abu Dhabi is almost unrecognisable from those early days, and has been transformed into a thriving 21st century society. Luxury hotels have sprung up at an extraordinary rate; and with massive infrastructure investments in progress or on the drawing board, the country is forging ahead with its plan to become a leading global business and leisure tourism destination.

Major business and sporting events, including the Formula 1 Etihad Airways Abu Dhabi Grand Prix, have been the primary drivers of the emirate's rapid tourism growth.

The inaugural Grand Prix in 2009 consolidated the emirate's stellar rise to a sporting centre of excellence, and demonstrated its ability to produce world-class events to the highest global standards.

Further adding to the rapidly growing list of leading sporting endeavours is confirmation of Abu Dhabi as host port for the 2011–2012 Volvo Ocean Race in December 2011, the first Middle Eastern destination to achieve this feat in the event's 37-year history.

A GRAND PLAN

Major infrastructure projects are all part of the Abu Dhabi Government's grand plan of attracting 7.9 million visitors in 80,000 hotel rooms by 2030.

A sprawling, cutting edge exhibition centre is not the only reason for business travellers to come to Abu Dhabi. In the past few years a number of luxury properties with excellent conference and meetings facilities have been built, making Abu Dhabi a worthwhile consideration for event planners.

The Emirates Palace, managed by Kempinski Hotels and Resorts, is one of the world's most opulent hotels, and is often mistaken for the presidential palace. The iconic property won the title of World's Leading Conference Hotel in 2007; and its hotel auditorium is claimed to be the largest in the Middle East, with an audience capacity of 1100.

The 408-room Starwood Hotels and Resorts Aloft Hotel, which opened at the end of 2009, connects directly to the Abu Dhabi National Exhibition Centre.

The 369-room Fairmont Bab Al Bahr on its private beachfront at Abu Dhabi Creek, opened the same year; while Sofitel Abu Dhabi Capital Plaza opened its doors last year.

By the end of this year, a further ten new major high-end properties will open their doors including Jumeirah@Etihad Towers;

Ritz-Carlton Grand Canal; the luxurious, five-star St Regis Saadiyat Island; and two Hyatt properties - Park Hyatt Abu Dhabi Hotel and Villas and Hyatt Capital Gate at the Abu Dhabi Exhibition Centre. A Mandarin Oriental property is also planned for 2014.

SHAPE OF THINGS TO COME

But the forest of high-rises growing in this desert oasis is only a hint of things to come.

Over the next few years, numerous world-class development projects including new luxury hotels and resorts, leisure attractions and shopping malls, will dramatically evolve the destination.

One of the major infrastructure developments is Saadiyat Island, which will house the world's largest single concentration of premier cultural institutions including the Louvre Abu Dhabi (due to open in 2013) and Guggenheim Abu Dhabi (due to open in 2014). Saadiyat Island will be built in phases, and when completed in 2020 will include championship golf courses, marinas with berths for 1,000 boats, and a wealth of leisure facilities. A further 29 hotels with 7,000 rooms are planned for Saadiyat Island over the next few years. To meet the demand, Abu Dhabi Airport is developing a major new passenger terminal, which is expected to be completed in 2015.

Yas Island is an emerging entertainment hub just a 30-minute drive from Abu Dhabi city and 50 minutes from Dubai. At its core is the Yas Marina Circuit – the world-class motorsports race track which hosts the annual Formula 1 Grand Prix; as well as the stunning



TIME OUT

DUNE DWELLING

No trip to Abu Dhabi would be complete without a dune desert safari. Experience the adrenaline-pumping adventure of driving over the rough, dramatic terrain, then relax and enjoy a BBQ dinner under the stars, get a henna tattoo or puff on a sheesha pipe. For more desert experiences there's also sand boarding and leisurely camel rides.

FROM SAND TO SEA

Abu Dhabi has a vibrant maritime heritage and Yas Island is the country's centre of marine activity. Charter a luxury yacht and drop anchor at Yas Marina during the Abu Dhabi Grand Prix in November or the Volvo Ocean Race during December and treat your delegates to some nautical fun.

ADRENALINE RUSH

At Ferrari World and the Yas Marina Circuit, home of the Formula 1 Etihad Airways Abu Dhabi Grand Prix, delegates can put themselves in the shoes of a professional racing driver, revving a 3000cc V6 Ferrari dream machine or channelling their inner James Bond testing an Aston Martin GT4. There's also the world's fastest roller coaster which reaches hair-raising speeds of up to 240 km/ph.

WHEN TO VISIT

From June to September Abu Dhabi is hot and humid, with temperatures typically averaging above 40°C. From October to May temperatures average a pleasant 28°C. All vehicles and buildings including hotels, conference and exhibition halls and shopping malls are air-conditioned. The holy month of Ramadan is held in August.

Yas Marina Yacht Club; the Yas Links Abu Dhabi Golf Course and seven new hotels, including the signature Yas Hotel.

The Yas Hotel is the only hotel in the world to straddle a Formula 1 circuit and is built half on land and half over the marina. Ferrari World Abu Dhabi is the world's first Ferrari theme park and the world's largest Ferrari gallery outside Italy, and features an interactive display of cars from 1947 through to the present.

On the west shores of Yas Island, the Yas Links Abu Dhabi golf course was voted among the 'Top 10 New International Golf Courses' by the influential US publication Golf Magazine.

A new shopping precinct, Central Market, is set to become Abu Dhabi's prime fashion capital, featuring more than 150 high-end shops. Authorities claim it will become as synonymous with Abu Dhabi as the Champs Elysées is with Paris or 5th Avenue is with New York. Then of course there is the traditional souk market, with plenty of shops selling traditional goods, historical artefacts, watches, jewellery and Arabian perfumes, and plenty of attractions for delegates to spend their free time.

SPACE TO MEET

The multi-award winning Abu Dhabi National Exhibition Centre offers exhibition, conference and event organisers a total of 73,000 sqm of indoor exhibition space, spread over 12 state-of-the-art, fully interconnected halls, and complemented by a number of outdoor event spaces along the waterfront.

The facility is at the heart of the Capital Centre development, a remarkable project which when completed will provide exhibition organisers with an on-site micro-city of 23 towers, budget and luxury hotels, lively cafés and restaurants, and bustling tree-lined boulevards.

The country's stunning desert landscapes and traditional Arabian culture as well as a packed major events program and world-class venues, make Abu Dhabi the Middle Eastern destination for meetings experiences unlike any other.

GO FOR GOLD

Visit an ATM with a difference. The Gold-to-Go machine is a world-first vending machine, covered in 24-carat gold that dispenses one, five and 10 gram and one ounce bars of gold. The machine also tracks the gold price on fluctuating markets with an inbuilt website that updates prices every 10 minutes. Useful for when delegates run out of cash when shopping at one of Abu Dhabi's enormous shopping malls.

GOLF IN THE GULF

A relatively new destination on the golfing map, Abu Dhabi is proving that it is on par with the pros. Abu Dhabi Golf Course offers 27 championship holes, more than 162 hectares of land and a stunning clubhouse - built in the shape of a falcon. Since 2006, the emirate has hosted the Abu Dhabi HSBC Golf Championship, one of the biggest events on the PGA European Tour. The next championship will occur in January 2012.



CWT Meetings & Events Asia Pacific choose to work with Gulf Dunes as their premier destination management company in Dubai and thank them for their contribution to this article.

Measuring success

HOW DO YOU MEASURE THE SUCCESS OF YOUR EVENT? SETTING CLEAR GOALS IS THE FIRST STEP TO SUCCESS.

There is an increased focus on seeking a return on investment to the financial output of an event. Surprisingly however, very few organisations have any formal strategy in place to measure a return on investment (ROI) or return on objectives (ROO). With no industry best practice established for measure, this area presents a challenge in how to effectively monitor, prove value, and provide accurate results.

Most organisations will generally attest that measuring meetings and events in a comprehensive manner is too complicated or expensive. Many rely on traditional satisfaction surveys rather than having designed specific concepts and objectives around their business or event.

The general consensus in measurement has always been considered in terms of contribution to company success, contribution has rarely been expressed as ROI/ROO, with the exception of meetings that exclusively generate sales leads or revenue. Various industries and regions define these measurements differently with examples ranging from the value of a trade show as compared to an incentive event to legal and professional requirements of a specific industry (e.g. banks and pharmaceuticals).

ROI or ROO should be one of the first considerations when planning a meeting. Organisations need to have set clear goals on what they would like to achieve out of each meeting or event, considering

the business, attendees and stakeholders, prior to the event planning process. This makes it a lot easier to measure post-event through activities such as tailored surveys, sales figures or training successes.

How to measure success

DO

- Set out the event objectives from the beginning
- Establish measurable targets and metrics
- Customise event by event
- Ensure you have a tracking system in place
- Use short and specific post event surveys to key stakeholders
- Consider the target audience, social, cultural, political and economic differences

DON'T

- Use one set of goals for all events – this is not a one size fits all project
- Set ambiguous goals that are unable to be measured
- Produce a feedback survey that requires over 3 minutes of audience attention
- Ignore criticism - you can learn and grow by taking constructive criticism



From stage to screen

DO YOU WANT TO DELIVER DYNAMIC AND ENGAGING EVENT COMMUNICATIONS, STRENGTHEN THE IMPACT OF YOUR MESSAGE AND EXTEND THE REACH OF YOUR EVENT?

Event communications is at a tipping point of change with the technological age offering new avenues for engaging with clients. The increase in internet use is the driving force behind this shift and at the forefront of event innovation is Webcasting. Webcasting put simply allows you to stream video and audio content for engaging and powerful communication.

According to ComScore, over 80% of Internet users spend 8 hours per week viewing videos online. Webcasting is evolving the structure of events, extending the event experience and connecting to a new virtual audience.

"Webcasting is part of a new range of Digital Event Services offered by audio visual companies and complements the traditional technical, styling and design services available" says Andrew MacColl, Director of Technology, Staging Connections. Staging Connections provide live event communications in more than 100 locations across Asia Pacific.

How can you evolve your events with Webcasting?

1. **Live webcast your Annual General Meeting** to shareholders and journalists who can't attend the event location.
2. **Deliver a corporate communication** simultaneously around the state, country or across the world.
3. **Bring your new product launch media release to life** with rich video content for an engaging experience of the launch event.
4. **Add a new dimension to your event marketing activities** such as websites, e-invitations and online newsletters with up to date and compelling on-demand video content.

To find out how to extend the reach of your next event, speak to your local CWT Meetings & Events team.

Tips for a successful event

BY AJITH KUMAR, MANAGER MEETINGS & EVENTS & LEISURE, SOUTH INDIA

Know your audience

The views and experiences of delegates will differ from event to event but what works well for one group of delegates may not work for another. When offering group or free time activities ensure that you offer a selection that is wide enough to suit the broader demographics of your attendees.

Set your objectives

Establish clear objectives and goals for your event prior to commencing the planning. This will make it an easy task to evaluate your return on investment or return on objectives once the event is finalised.

Time it right

When planning an event, work out a reasonable timeline. An event should not be hurried and neither should it be a long drawn out affair which puts the audience's patience to the test. The agenda should be well balanced, with adequate time contingencies built in.

Tools of the trade

Arrangement of proper technical equipment and skilled technicians can make or break your event. Nothing can be more embarrassing than a piece of equipment malfunctioning in the middle of the show. Pay attention to detail and always have the technicians check and recheck the equipment right before the event starts.

Organise today & perform tomorrow

After getting an elevated understanding of what is to be done, it's time for planning. Work out a plan with specific timelines. For large events a site inspection or pilot trip is crucial. Walk through the agenda, taste the food, experience the moments that are important to the success of your event. All this will help avoid any unpleasant surprises during the event.

Rules are not always meant to be broken

Organising an event requires a number of approvals, permissions and procedures to be obtained and can differ by country. These can range from police permissions, civil authority or environmental clearance. Stick within the boundaries of the provisions during the event. Never make the mistake of landing on the wrong side of the law.

Smile

Last but not least, always remember to enjoy your event. Your CWT Event Manager is there to guide you through and help with every aspect. Our satisfaction comes from providing a perfectly executed event and creating a stress free role for the company organiser. We want to see you and your delegates SMILE!



Mobile meetings

WITH THE EVER INCREASING SELECTION OF MOBILE APPS ON THE MARKET CWT MEETINGS AND EVENTS LOOKS AT SOME ON OFFER FOR THE MEETING AND EVENT PLANNER

ShowGizmo

ShowGizmo is a platform offering secure authorised access to registered event participants through iPhone, Blackberry and Android devices.

Features include:

- Online producer dashboard - simple set up and management of event information
- Mobile event program, floorplan, exhibitor and attendee lists
- Integrated Twitter feeds
- Connect and exchange contact details with other attendees (scan or bump)
- Real time event alerts and news
- Scan and capture exhibitor information at booth, straight to your phone
- Printable lanyard badges including scannable QR codes
- Integrated activity reports for producers and lead reports for exhibitors



Certain mobile

Certain Mobile provides meeting planners with a way of connecting with participants at every level, delivering up-to-the-minute information directly to any web-enabled device or smartphone.

Features include:

- Personalised agendas
- Event marketing and sponsorship monetisation
- Instant session feedback
- Speaker bios and photos
- Venue maps
- FAQs, help, announcements
- Aggregated Twitter feed
- Customised branding
- Works with various registration software



CWT To Go

CWT To Go™ is a feature rich mobile app available to CWT Customers worldwide. The app allows travellers to access their travel itineraries directly from their mobile devices and can verify flight status, check-in, research alternate flights, review and select dining options, find destination weather information and much more.



iEvent mobile

iEvent mobile app gives delegates, attendees and exhibitors the ability to navigate event schedule details, exhibitor information and access the event floorplan before, during and after the event, from all Apple iPhones, Android & Mobile Web platforms.

Features include:

- My Schedule
- Floor plans & exhibitor profiles
- Educational events & speakers
- Push notifications
- Social media integration
- Video streaming
- B2B e-commerce opportunities



CWT Market

CWT Market, is a free application for iPhone and Android mobile devices that aggregates best-of-market travel apps and mobile websites into one convenient mobile app. This flexible and dynamic solution supplies relevant and up-to-date information when it is needed, without the time-consuming task of searching through the hundreds of thousands of apps currently available.



Follow me

Follow Me is a smart phone application available on iPhone, Android and Blackberry devices that places up-to-date event information right in the palm of attendees hands before, during and after an event, without the need to constantly remain online.

Features include:

- Event schedule
- Speakers bio's & photos
- Exhibitor profiles
- Session ratings and comments
- Instant alerts
- Venue & event plans
- Photo sharing
- Twitter, Flickr, Youtube and RSS feed integration
- Session & exhibition handouts
- Digital posters and abstracts
- Do-it-yourself data entry and reporting
- Revenue opportunities for the event organiser through sponsorship and advertising

Flying high on millions of dreams

CREATING AN HISTORIC ONE DAY EVENT IN SINGAPORE THAT DELEGATES WOULD NEVER FORGET BEGAN IN THE SKIES.

The pitch began with the CWT Meetings & Events team in Singapore creating an event concept based on ING's theme of *Flying High on Millions of Dreams*. The key to winning the pitch; negotiating with local service providers to deliver an exciting but cost effective event.

The successful event design included an aviation theme with "High Flyer" effects. All collateral, communications, set up, design and performances were created to complement the theme.

This consistency began well before participants even attended the event through the use of various branded marketing pieces:

- Direct mail - three different electronic direct mailers sent to the top performing insurance consultants
- Physical teaser - a special customised foam airplane invitation teaser
- Personalised invitation - a gala dinner invitation, providing the award winners with a first class boarding pass (to key attendees) and a business class boarding pass (for other invited guests)

The CWT Meeting & Events team created an amazing atmosphere at the venue, transporting guests to a world of aviation, ushered by models dressed as flight attendants to a security walkway that lead to the first and business class check-in counters. Here guests were greeted by

CWT event staff, also in flight attendant costumes, checked in and presented with ING aviation collar pins.

During the reception guests were made to feel that they were preparing to board an aircraft as hotel banquet staff in stewardess costumes provided welcome beverages from a drinks trolley, airplane models hung from ceilings and there was even customised flight simulators to add to the interactive event.

The party officially started when the MC announced "first class passenger boarding", followed shortly by the business class call. Flight ushers directed guests to the first and business class cabins as the opening performance of *Sand Painting* – an artistry show with a unique storyline customised for the event, magically transported the guests on a journey across Asia Pacific with images of amazing locations creating the feeling of *Flying High on Million of Dreams*.

The highlight of the night was the ING CEO welcoming the group dressed as the "Captain of the ING plane". This set the atmosphere for the event and followed with games, award presentations, group photos, and aviation themed performances by aerial dancers, burlesque acts and even a surprise dance performance by ING management!

The after party kept guests in great spirits with a famous local DJ spinning multicultural sound tracks ranging from English, Korean and Bollywood.



| | |
|------------------|----------------------------|
| CLIENT: | ING Insurance Asia/Pacific |
| SECTOR: | Financial |
| EVENT: | Sales Conference |
| LOCATION: | Singapore |

The CEO welcomed the group dressed as the "Captain of the ING plane"...



ING Group

ING is a global financial institution of Dutch origin offering banking, investments, life insurance and retirement services. They have more than 107,000 employees serving over 85 million private, corporate and institutional customers in over 40 countries.

In 2011 CWT were selected to deliver the ING Insurance, Asia/Pacific Sales Conference for 500 guests. CWT's team of Meetings & Events experts worked closely with ING to create an event that their high flyers would never forget.



Hitting the ground running

AMIT GUPTA, ASSOCIATE DIRECTOR, MEETINGS & EVENTS INDIA TALKS ABOUT THE SERVICES OFFERED BY CWT INDIA, THE BENEFITS OF USING A DESTINATION MANAGEMENT COMPANY AND WHY YOU SHOULD CONSIDER INDIA FOR YOUR NEXT EVENT.

Q. What are the key services offered by CWT Meetings & Events (M&E) in India?

A. CWT Meetings & Events India offers a complete end-to-end service providing expert assistance to corporate meeting, incentive and event groups from India and around the world.

We are not only an outbound event organiser but also a destination management company (DMC). Being a DMC means that we are specialists in inbound group travel to India. We can handle all land arrangements for groups including on-site event management and staffing, pre and post tour arrangements as well as special on-site assistance.

Q. How many years experience does CWT M&E have in India?

A. CWT (formerly IND Travel) has been in India since 1948.

Q. How important is it to work with a local company such as yourself?

A. For a vast and varied destination like India it is extremely important to work with a local DMC who understands the culture, working partners, destination and limitations.

Q. What destinations would you recommend for meetings & events in India?

A. I would recommend Jaipur (Pink City) due to its history, culture, good infrastructure and luxurious hotels, Udaipur (the Lake City or Venice of the East) for its excellent convention facilities

and finally Agra for a chance to visit the most famous of landmarks, the Taj Mahal.

Q. Why should meetings & events come to India?

A. Incredible India offers the traveller an experience that satisfies the most discerning incentive client.

Enjoy a luxury ride on a boat down the backwaters of Kerala or recreate the majesty of the medieval era as the personal guest of a Maharaja in a fairytale castle.

The adventurous can play elephant polo, take a camel ride out into the desert, camp under the stars in a deluxe tent, or enjoy the thrilling pursuit of tigers on elephant back from wildlife camps. You can even recreate the magic of Moulin Rouge in the fantastic surrounds of a 'Bollywood' set.

The buzz of India's modern cities beckons with exciting rides on tuk-tuks or horse-drawn carriages through colourful bazaars full with fruits, silks and spices. For relaxation take in the serenity of an Indian spa with ayurvedic treatments drawn from thousands of years of experience or take a warm spiced oil bath and massage or luxurious beauty treatment that leaves you restored and rejuvenated.

With so much to offer, from mysticism to adventure sports, tranquil hill stations to exciting safaris, breathtaking monuments and handicrafts galore, India is a perfect and unique incentive destination!

Social media matters

SOCIAL MEDIA SITES ARE RAPIDLY GROWING AND EVOLVING AND CHANGING THE EVENT INDUSTRY LANDSCAPE CONSIDERABLY. SOCIAL MEDIA IS NOT A FUTURE TREND; IT IS IMPACTING MEETINGS AND EVENTS IN IMPORTANT WAYS TODAY.

Top 10 reasons to use social media for your future meetings and events:

1. Most attendees are using social media sites today such as Facebook, LinkedIn, and Twitter, talking about the event in advance, during the event, and after the event on these social sites. It looks strange if the organiser is not **enabling, participating, and encouraging that engagement.**

2. Social media is the perfect medium for people who like to attend events and conferences because it has the main two components that draw people to events - **networking opportunities and educational content.**

3. Promoting events on social media is a great way to **drive attendance.** If there are 600 million people on Facebook, 100 million people on LinkedIn, and 40 million on Twitter, some of those people might be interested in attending your event.

4. Word-of-mouth marketing has a whole new meaning with the advent of social media, allowing **registered attendees to reach out to their social networks to invite their friends/colleagues to register for events.**

5. Social media provides the ability to **target the ideal attendees based on their interests** rather than just traditional criteria like job titles and organisations.

6. Online forums such as LinkedIn groups and Facebook allow attendees to **communicate and collaborate before and after the event.** This can change the dynamic of the event in a positive way.

7. **Mobile applications are feeding the frenzy** by making social media sites such as Twitter, Facebook, YouTube and blogs easily accessible during live events.

8. **Speakers will be better prepared to tailor their message** to the audience and deliver a great presentation if feedback about their presentation is being posted on the Internet in real time via Twitter, Facebook, or attendees' blogs.

9. Attendees are now empowered to become **reviewers or critics of events.** Attendees can easily publish their feedback for the world to see. This forces planners to take their event experiences to the next level.

10. Social media can **shape the reputation of your events and your organisation.** Events and conferences are largely successful over time because of their good reputation with sponsors and attendees.

Source: Event Marketing 2.0
How to Boost Attendance Through Social Media
an eBook by Cvent



Improving Strategic Meetings Management piece by piece

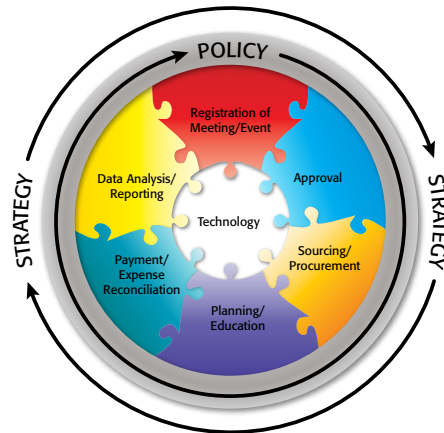
STRATEGIC MEETINGS MANAGEMENT (SMM) HAS CERTAINLY REACHED BUZZWORD STATUS IN THE MEETINGS & EVENTS (M&E) INDUSTRY. HOWEVER, BY ITS VERY DEFINITION, SMM IS NO SMALL UNDERTAKING: THE GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA) AND MEETING PROFESSIONALS INTERNATIONAL (MPI) DEFINE IT AS “A DISCIPLINED APPROACH TO MANAGING ENTERPRISE-WIDE MEETING AND EVENT ACTIVITIES, PROCESSES, SUPPLIERS AND DATA IN ORDER TO ACHIEVE MEASUREABLE BUSINESS OBJECTIVES ALIGNED WITH THE ORGANISATION’S STRATEGIC GOALS/VISION, AND DELIVER VALUE IN THE FORM OF QUANTITATIVE SAVINGS, RISK MITIGATION, AND SERVICE QUALITY.”

While corporate travel today is managed at an enterprise-wide level by most organisations, that is not the case with M&E. In fact, progress varies widely and most organisations are only beginning to embark on SMM. Given that, CWT offers the following “dos” and “don’ts” for beginning or advancing an SMM program. While not every tip applies to every organisation, there is something for every buyer or planner, regardless of a program’s maturity level.

CWT Meetings & Events is a contributor to GBTA’s and MPI’s recommended SMM framework, and subscribes to each component as best practice in guiding an organisation’s efforts today. The below recommendations align with that model.

Foundational elements:
 For those considering an SMM program, it can be overwhelming just determining where to begin. While the SMM framework is not linear, CWT recommends organisations begin with actions that enable data collection, such as implementing a registration process, which can then inform decision making in other areas, including the foundational elements of the program – strategy and policy.

Components of a Best in Class Strategic Meetings Management Program



Source: Global Business Travel Association (GBTA) Groups & Meetings Committee. Used with permission from GBTA.

Strategy

- Do:**
- ✓ Define size and type of gatherings the organisation is interested in tracking and managing.
 - ✓ Start gathering data on current and future M&E spend by having all meetings begin registering through a central person or system.
 - ✓ Ensure the SMM strategy aligns with and supports overall organisational goals and objectives, and adjust accordingly when priorities change.

- Don't:**
- ✗ Waste time and energy gathering data on past M&E spend, as 1) complete information is rarely available and 2) past spend isn't necessarily an indication of current or future spend.

Policy

- Do:**
- ✓ Clearly communicate guidelines and resources to planners and attendees, including types of meetings and events that must follow the process vs. those that can be managed individually.
 - ✓ Benchmark the M&E policy against that of peer organisations and/or other internal policies, such as corporate travel.

- Don't:**
- ✗ Assume a non-mandated policy is ineffective. While corporate culture may not support mandating, SMM professionals can still ensure high levels of compliance by creating logical and beneficial processes, and by communicating rationale and ongoing progress internally.

Components:

Registration

- Do:**
- ✓ Ensure stakeholders understand what to expect once they have successfully completed the registration process.
Example: Depending on the processes established and/or the type of meeting, registrations may be submitted for fiscal approval or be directed to an executive for approval.

- Don't:**
- ✗ Create a registration process that is so lengthy or cumbersome that users get confused or frustrated. This will impact compliance, limiting visibility on current volume.
 - ✗ Set the process up for failure by neglecting to forecast and appropriately resource for the number of meetings that will use the registration process/system.

Approval

Do:

- ✓ Identify whether an approval process is required for a meeting to occur. If necessary, outline various approval requirements for different types of meetings.

Don't:

- ✗ Let approvals stall with busy executives. Instead, ensure approvers understand the time allowed to respond, and the escalation process if responses are not received.

Sourcing/procurement

Do:

- ✓ Provide every meeting with a unique identification code to which all expenses will be associated. This enables a comprehensive view of the total spend for each meeting or event.
- ✓ Understand that different types of meetings and events require different approaches to purchasing. Customise the sourcing strategy accordingly to ensure appropriate products and services are available.

Don't:

- ✗ Assume preferred vendors for other areas of the organisation, including corporate travel, are equally appropriate for the M&E program.
Example: A company focused on cost savings may have shifted its corporate travel preferred hotel program to primarily include limited service hotels. While this may be appropriate for the needs of business travellers, these "no frills" properties often lack essential M&E services, such as meeting space and onsite food and beverage.

Planning/execution

Do:

- ✓ Evaluate the experience and skill set of those currently planning meetings of all sizes. Some may lack formal training but have a wealth of experience, and vice versa. With the right management, each can be made a valuable asset to the program while still ensuring compliance to SMM policies and procedures.

Don't:

- ✗ Allow the SMM program to add a significant amount of workload to planners' already busy lives. While there may be an initial increase in work as the program is implemented, SMM should ultimately make M&E planning more efficient and effective.

Payment/expense reconciliation

Do:

- ✓ Implement solutions that improve visibility into M&E spend and simplify or streamline processes for meeting planners.

Don't:

- ✗ Be limited to only those technologies the company already uses for other payment and expense processes. There may be other options more suited to the unique nature of M&E.

Data analysis/reporting

Do:

- ✓ Demonstrate the SMM program's value through regular reports that demonstrate progress in terms of savings, planner and attendee satisfaction, etc.

Don't:

- ✗ Simply pass along reports as they are generated from systems. Instead, look for the overall story the data is telling regarding progress and additional opportunities, and share that information. Think about how the data can be used to encourage further buy-in and participation throughout the organisation.

Technology

Do:

- ✓ Establish goals and objectives for how technology will enable improvement in the M&E program, and make those central as available M&E technology is researched and considered.
- ✓ Discuss technology with peers who have already implemented it to learn about the successes and challenges they experienced.

Don't:

- ✗ Purchase technology and then retrofit SMM policies and processes to the tool.
- ✗ Assume technology will automatically or easily solve problems in the SMM program. Technology is only one piece of the SMM puzzle.

More than just a passing trend, SMM seems here to stay as companies of all sizes continuously seek incremental cost savings, improved risk management, and higher levels of attendee satisfaction. While knowing where to begin can be a daunting task for M&E professionals, the SMM framework outlined here provides a practical approach for setting the foundation via strategy and policy, then integrating other key components at each stage of the process, from registration to reporting and technology.

SINGAPORE & SENTOSA

With direct global access and visa-free entry from most countries, Singapore has rightly held the title of the World's Top International Meeting City for three consecutive years. With over 37,000 hotel rooms and first-class convention centres, Singapore continues to reinvent itself through a growing list of attractions, such as Universal Studios and integrated resorts like the new Marina Bay Sands, home to a hotel, museum, retail, dining, entertainment and casino under the one roof.

Linked by bridge and cable car to the main island of Singapore is Sentosa Island, which translated means "peace and tranquility". Transported from city to resort in just 15 minutes, Sentosa offers a variety of attractions, museums and other facilities that provide an assortment of experiences, recreation and entertainment to visitors.



Highlights of Singapore

- Spend a day strolling down Orchard Road amidst luxury labels, high street fashions and bargains galore.
- Experience a legendary high tea or at least stop in for a world famous Singapore Sling at the famed Raffles Hotel.
- Feel on top of the world at Sands SkyPark – Marina Bay Sands. Stretching longer than four and a half A380 Jumbo Jets, an amazing 12,400m of space and able to host up to 3900 people. Hold an unforgettable event to WOW your audience.



Highlights of Sentosa

- Stay, meet or play in Sentosa's new \$4.4 billion integrated "Resort World", home to the world's largest oceanarium and Universal Studios.
- A resort stay wouldn't be complete without a round of golf or relaxation at one of the Sentosa's many day spas. If a bit more adrenaline is necessary why not try the Day Play Pass with a range of fun and thrills at 13 Sentosa attractions.
- "Songs of the Sea" views nightly, a 25 minute high tech light show with dramatic effects and special computer generated images.

Dependant on your group size, type and purpose of your event, financial grants, tax incentives and other schemes are available through Singapore Tourism Board.

From work to play

IF YOU'RE LOOKING FOR A CITY STAY, RESORT PLAY STYLE COMBINATION FOR YOUR NEXT CONFERENCE, THESE DESTINATIONS MIGHT JUST BE THE ANSWER!

MUMBAI & GOA

Being the business and financial capital of India, it makes sense to host a business event where many major companies hold their base or headquarters. Metropolitan Mumbai is the home of India's most important institutions, making it the national hub of industrial, financial, and commercial activity. But a full Mumbai experience includes a compilation of the commercial capital, it takes in the colourful markets, historic Victorian architecture, and palatable fare available in a variety of world class restaurants.

A short one hour flight from Mumbai is Goa, a former Portuguese colony with a rich history Goa is known by many as the "Pearl of the Orient". Offering magnificent scenery, extensive beaches and architectural splendours it is a pleasant contrast to the hustle and bustle of the city life.



Highlights of Mumbai

- Mumbai is known as the city that lives in its streets. Wander through Crawford Market and visit the traditional bazaars.
- The Elephant Caves, a network of sculpted caves located on Elephanta Island or "Gharapuri" is just 10km east of the city.
- The Colaba foreshore is a bustling colonial district with a delectable mix of stalls, markets, museums, restaurants and bars and home to the Gateway to India monument and Sassoon Dock.
- Star in a "Bollywood" movie or team building event. Mumbai is the centre of the "Bollywood" film industry.



Highlights of Goa

- A trip would not be complete without a visit to one of the beaches that constitute Goa's 103km coastline.
- Visit a Spice Plantation, a good way to get a feel for the village lifestyle and Goan cuisine.
- The Portuguese left their stamp through the unsurpassed architectural beauty of the many forts, temples and churches that reside in Goa still today. A visit to bathe in their beauty or take advantage as a backdrop to your event is left for you to choose.



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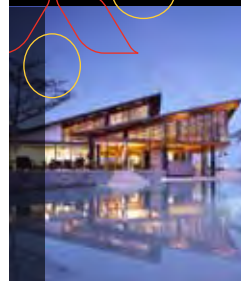
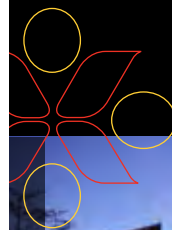
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WORLD CLAS

Worldwide, World-Class Hospitality

With over 1,000 hotels, our presence in the meetings, incentives, conferences and events sector is significant. Our global hotel brands offer a dynamically successful portfolio with hotels in Beijing, Shanghai, Sydney, Cebu, Phuket and Fiji, among many other locations in Asia Pacific.

Radisson® is expanding in Asia Pacific as a globally consistent, first-class, tiered brand. Its vibrant, contemporary and engaging hospitality is characterized by the brand's unique *Yes I Can!*™ service philosophy.

The energetic mid-market Park Inn by Radisson brand adds color to life with an uncomplicated, friendly and fun guest experience.

With smart, spirited service, Park Plaza® hotels' trend-setting designs capture the energy and style of each individual location.

For more information, please contact your CWT travel consultant.



