

2023 ICCA Master Camp Tentative Agenda
112年8月11日 (Fri.)
TICC 貴賓廳

Topic:

The key to a successful bid win: Familiarization Trip —Experience, Affection, Action

Time	Contents	Remarks
9:00–9:30 (30 minutes)	Registration	
9:30–9:40 (10 minutes)	Welcome Remarks	BOFT/TAITRA Representatives
9:40–9:50 (10minutes)	Connecting You, Me and My City	Moderator: Waikin Wong Regional Director Asia Pacific ICCA
9:50–10:10 (20 minutes)	Introduction of Master Camp– The mission of the day	Waikin Wong
10:10–10:40 (30 minutes)	The importance of Site Inspection/ Familiarization trip in a winning bid (with case studies)	Speaker: Virginia Loyala Client Relationship and Event Revenue Manager Arinex Pty Ltd
10:40–10:50 (10 minutes)	Break	
10:50–11:20 (30 minutes)	The beauty of site inspection in gaining trust – beyond “meeting room” (Case study – ICCA congress experiences)	Speaker: Renee Chu Project Director Kaohsiung Exhibition Center Corp.
11:20–12:00 (40 minutes)	Panel Discussion and Q&A Designing successful Familiarization Trip– Experience, Affection and Action	Moderator: Waikin Wong Panelists: 1. Virginia Loyala 2. Renee Chu 3. Allen W. Chiu Secretary General Urological Association of Asia 4. Casper Hsu ITC Chief Transportation Bureau of Kaohsiung City Government 5. Kitty Wong President K & A International Co., Ltd. 6. Cheryl Lin Asst. Vice President GIS Group
12:00–12:20 (20 minutes)	Choose Group Leader	Participants

12:20–13:30 (70 minutes)	Lunch and Networking	
13:30–14:40 (70 minutes)	<p>Best practices workshop – Designing successful Familiarization Trip– Experience, Affection and Action</p> <p><i>Senario:2022 bid lead – World Conference of the International Council for Traditional Music (ICTM)</i></p>	<p>Mentors: 1. Waikin Wong 2. Virginia Loyala 3. Renee Chu 4. Cheryl Lin</p>
14:40–14:50 (10 minutes)	Break	
14:50–15:30 (40 minutes)	Group Work	
15:30–16:40 (70 minutes)	Group Presentation	
16:40–16:50 (10 minutes)	Wrap Up! Debrief and Faculty Comments	<p>Mentors: 1. Waikin Wong 2. Virginia Loyala 3. Renee Chu 4. Cheryl Lin</p>
16:50–17:00 (10 minutes)	Closing	Faculty & Participants