

TTG

MEDIA ENGAGEMENT WORKSHOP

LIMITED SEATS ONLY, SECURE YOURS NOW!

IT'S **FREE** FOR ITB ASIA 2015 DELEGATES

21 October 2015 | 1100 - 1300

Marina Bay Sands Singapore
Sands Convention Centre, Basement 2 Hall D-F

The next headline-grabbing disaster is just around the corner: Can you handle the media and the buyers?

GET THE UPDATES

What is the recovery status in Nepal, Sabah and Thailand - three disaster-hit destinations?

Get the updates from the right sources.

LISTEN TO THE MEDIA

Who needs handling - the media or the destination?

Listen to veteran media practitioners.

HEAR THE FACTS

What do the facts show about who wins/who loses when a disaster hits?

Hear the facts from experts who have the actual data.

IDEAL FOR EVERYONE!

NTOs, hoteliers, tour operators, buyers, media members, marketing and PR practitioners and branding gurus.

SPEAKERS:



**Tiger Mountain
Nepal**
Marcus Cotton
Managing Director



Sabah Parks
Jamili Nais
Director



**Travel Impact
Newswire**
Imtiaz Muqbil
Executive Editor



**E-Quill News Media
and Six-Six News**
Kannan Chandran
Founder



**ScottAsia
Communications**
Ken Scott
Managing Director



Sojern
Stewart Hunter
Director (Asia-Pacific)



HRS
Todd W. Arthur
Managing Director
(Asia-Pacific)

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SPEAKERS



Marcus Cotton, Managing Director, Tiger Mountain Nepal

Marcus Cotton is a responsible conservation tourism operations executive, Nepal-based for over 25 years, with experience in environmental policy, personnel and cross-cultural management, general administration, corporate strategy and conflict management issues. Interested in responsible tourism marketing and environmental policy development.

He came to Nepal from England in 1987 and has worked with the then King Mahendra Trust for Nature Conservation (now National Trust) and with Tiger Mountain Nepal since 1990. He retired as the Group Chief Executive in September 2011, returning to Tiger Mountain Pokhara Lodge full-time. From a background of land and estate management in England and work at Lloyds of London, Marcus has always been committed to sustainable environmental systems and ethical business best practice. He pioneered the Tiger Mountain concept of Responsible Conservation Tourism at the famous Tiger Tops Jungle Lodge in Chitwan and the award-winning Tiger Mountain Pokhara Lodge. Initiating the group's foray into Responsible Tourism Verification, he saw the enormous potential of the scalable, flexible, reporting system developed by Jenefer Bobbin under the guidance of Prof. Harold Goodwin. Based at Tiger Mountain Pokhara Lodge, Marcus is a trustee of the UK Trust for Nature Conservation in Nepal, International Trust for Nature Conservation, Patron/Advisor to the Tilden Project in Aruchour, Nepal, Coordinator in Nepal for the CAIRN Trust (Child Aid in Rural Nepal) UK and member of the Institute of Directors, UK.



Jamili Nais, Director, Sabah Parks

Dr Jamili Nais is currently the Director/CEO of the Sabah Parks Board.

Jamili has been at the Sabah Parks service for 27 years and has assumed various positions: as the Parks Ecologist, Interpretative and Education Officer, and Research Coordinator at the renown Kinabalu Park, a World Heritage Site. He then became the Assistant Director (head of the Research & Education Division), then the Deputy Director, before becoming the current Director/CEO, looking after all the terrestrial and Marine Parks in Sabah, Malaysia. Jamili obtained his B.Sc (Hons) in Botany from Malaysia National University and Ph.D in Plant Ecology from the University of Aberdeen, Scotland. Jamili is of the native Dusun tribe of Sabah in the Northern part of Borneo and grew up at the tropical rain forests on the foothills of mount Kinabalu.



Imtiaz Muqbil, Executive Editor, Travel Impact Newswire

Imtiaz Muqbil is one of the longest serving travel-trade journalists in the Asia Pacific. He first began stringing for Travel Trade Gazette Asia in 1980 has been covering the Asia-Pacific travel & tourism industry full-time since 1981, watching it go through numerous ups and downs from its fledgling start-up days to the giant it is today.

Among his numerous achievements, Imtiaz was the first to launch an email newsletter, Travel Impact Newswire, in August 1998 when the era of email news delivery dawned. Also, first to launch communicators courses for the Thai travel & tourism industry. In the 1980s, Imtiaz initiated a training course to help the region's public relations and communications professionals boost the quality of their media-relations material.



Kannan Chandran, Founder, E-Quill News Media and Six-Six News

Kannan has carved a niche in publishing as a creator of specialised award-winning publications and events.

In his 35 years in the media industry, he has evolved with the dramatic changes the industry has undergone, working his way from a newspaper journalist and columnist to a publisher, constantly writing and interviewing major personalities and business leaders, while growing his own company E-Quill Media Pte Ltd. He launched Six-Six Pte Ltd in early 2015.

SIX-SIX.COM is an e-viewpaper that brings together various opinions on trending issues. E-Quill Media's flagship publication is the multiple award-winning STORM (www.storm.sg) magazine, which offers business leaders and decision makers a deeper appreciation of issues that impact today's society. The accompanying Keep It Going event brings together a broad network of speakers who comment on sustainability issues.

E-Quill Media also has vast expertise with contract publishing. Its contract titles included C-Sphere (2001-2004), a global business magazine for Caltex and Chevron and WEALTH (2007-2008), a business magazine that was acquired by the Yellow Pages Group in 2008.

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SPEAKERS



Ken Scott, Managing Director, ScottAsia Communications

Ken is a travel industry communications specialist. Based in UK, with an office in Bangkok, he delivers PR and communication services to travel industry brands in Asia, Australia and UK. A travel journalist in Asia 1986-2000, Ken became Manager then Director of Communications at PATA HQ in Bangkok, where he played a key role in communications in the SARS, Bali bomb and 2004 tsunami crises 2000-2006. He set up ScottAsia Communications in 2006 and has serviced dozens of travel related brands since.



Stewart Hunter, Director (Asia-Pacific), Sojern

Stewart Hunter is Director of APAC for Sojern and leads the organisation's regional operations out of Singapore where he joins an existing team of sales and service professionals. Prior to joining Sojern, Hunter was the Vice-President, APAC, at Somo, one of world's fastest growing mobile marketing solutions companies.

Sojern is travel's leading data-driven performance marketing engine. Through its Sojern Traveler Platform and billions of traveller intent signals across online and mobile channels, Sojern puts more heads in beds and travelers in town for its clients worldwide. Sojern works with top travel brands and independent hotels in North America, Latin America, Europe, Middle East, Africa and Asia-Pacific. The company is headquartered in San Francisco, with key offices in Dubai, London, New York, Omaha and Singapore.



Todd W. Arthur, Managing Director (Asia-Pacific), HRS

Todd is the Asia Pacific (APAC) Managing Director for HRS. His core responsibilities include setting the business direction, driving organic growth with new and existing customers across APAC markets, establishing strategic partnerships, and talent development. Currently, Todd leads the team based in the regional headquarter at Singapore.

Todd is on the Board of Directors of the Association of Corporate Travel Executives (ACTE), representing Asia. Prior to HRS, he served as Vice President of sales and account management for Asia Pacific at BCD Travel, where he headed up strategic growth and account development across 17 markets.

Todd has more than 20 years of travel industry experience, including airline sales, management and consulting in both North America and Asia. Prior to joining BCD Travel in 2007, he directed air and hotel sourcing projects, contract management and strategic travel management for clients at Advito, the independently operated consulting subsidiary of BCD Travel. Previously, Todd was the General Manger (South China) for Finnair, responsible for strategic corporate contracts, revenue & yield and sales strategy. Prior to joining Finnair, Todd served as sales manager for Malaysia Airlines on their North American commercial team.

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