

# DRAGON TRAIL INTERACTIVE TO POWER THE EVENTS'

## FIRST VIRTUAL PLATFORM

3 – 5 August 2020



IT&CM China and CTW China's first 100% virtual exhibition event will fully take place on Dragon Trail Interactive (DTI)'s The Next Travel Market (TNTM) platform. The **bilingual ENG-CH** interface available on **PC, mobile and WeChat mini-program** provides convenient single-entry access for both international and China-based delegates on their choice device. The comprehensive **all-in-one** proprietary system that supports **two-way matchmaking and appointments with video chat; live conferencing; multi-media product presentations; networking; extensive data collection;** and many more engaging features has made DTI the right Official Virtual Partner to deliver on the event's business, education and networking proposition.

### IT&CM China and CTW China 2020 Virtual Event Highlights

#### EXHIBITION

Meet **MICE and Corporate suppliers** from across China and the world. Learn about their profiles, download sales resources, view product presentations, swap e-business cards, leave messages, schedule an appointment or even hop onto a walk-in meeting.

#### PRE-SCHEDULED BUSINESS APPOINTMENTS (PSA)

Each exhibitor or buyer receives **up to 24 x 20-min pre-scheduled appointment slots over 2 days**. Slots can be filled in 2 ways: by Perfect Match and/or by Buyer / Seller Request.

#### "WALK-IN" MEETINGS

Supplement your PSAs with **free-and-easy meets** during designated timeslots. The buyer / seller can directly request for a "walk-in" meet anytime without a prior appointment.

#### BRAND SHOWCASE PRESENTATIONS

Tune in first-hand to the latest highlights and developments **by participating destination and corporate brands**, during 20-min presentations.

#### BUYER PROCUREMENT SHOWCASE

A new event segment featuring **MICE, Association and Corporate buyers** as they **share their procurement requirements** with relevant and interested destination and supplier leads. Each showcase is 20-min in duration.

#### EDUCATION

Daily opportunities to engage in **the year's hot topics** with our prolific panel of industry thought leaders and experts. Stay tuned for more details.

#### NETWORKING

After a full day of business, stretch your social muscles even further over **virtual conversations, ice-breakers and interactive games**.

#### GAMIFICATION

Join us, participate wholeheartedly and be rewarded! Buyers stand to earn points and incentives by completing event missions. **The more you participate, the bigger the reward.**

## What To Expect From DTI TNTM's Powered Virtual Experience

★ **Engaging Exhibition Experience** that starts with an interactive map to browse sellers and click through to business profiles, with easy tools to submit matchmaking requests, view product presentations, and exchange contact information.

🗨️ **Truly Interactive Appointment Experience** complete with video calls, text and voice chat, as well as the ability to conduct a presentation during their meeting.

▶ **High-Quality Interactive Conferencing and Presentations** delivered to delegates live on their preferred device – and if they miss anything, they can play it back anytime.

😊 **Seamless User Experience** with easy-to-use management tools in their preferred language and extensive data collection to power ongoing business development.



[www.itcmchina.com](http://www.itcmchina.com)  
for event updates, programme  
and participation information

IT&CM and CTW have been key MICE and Corporate Travel events in China for more than a decade. This year, under extraordinary circumstances, we are extremely proud to partner with the organisers to virtually deliver the much anticipated industry gathering of the year.

**Mr. George Cao**  
Co-founder & CEO  
Dragon Trail Interactive

