

IT&CM China and CTW China Virtual Returns

Powered By Dragon Trail Interactive

22 to 24 June 2021



Following the [success](#) of its 2020 virtual debut, IT&CM China and CTW China virtual will see its 2021 edition once again powered by Dragon Trail Interactive (DTI)'s The Next Travel Market (TNTM) platform. Spotlighting valuable platform upgrades and an improved user experience, including a **brand new 2.5D exhibition floor** that delegates can navigate on mobile, PC and WeChat Mini Program. The array of platform updates is also evident in the **refreshed IT&CM China and CTW China 2021 format** that offers attendees greater flexibility to enjoy the best of the event's popular content and networking offerings alongside its **proven Scheduled Meets (SM) business-centric proposition** over three full business days.

IT&CM China and CTW China 2021 Virtual Event Highlights

2.5D EXHIBITION **NEW**

Interact with **MICE and Corporate suppliers** from across China and the world in our first-ever **2.5D virtual environment**. Learn about their profiles, download sales resources, view product presentations, swap e-business cards, leave messages, schedule a meet or even hop onto a walk-in meeting.

SCHEDULED MEETS (SM) OVER 3 DAYS **NEW**

Each exhibitor or buyer receives **up to 24 x 20-min SM over 3 days**. Slots can be pre-scheduled and filled by Buyer / Seller mutual request ahead of the event.

UNLIMITED WALK-IN MEETINGS (WM) **NEW**

Supplement SM with unlimited **free-and-easy WM** throughout 3 full business days (9am to 6pm GMT+8). The buyer / seller can directly request for a "walk-in" meet anytime without a prior appointment.

BUYER-ONLY REWARDS

Aimed at MICE, Association and Corporate buyers across China and beyond. Stand to win earn cash incentives and prizes by completing event missions.

ON-DEMAND CONTENT ACCESS **NEW**

Covering the event's 4 unique and popular content segments:

- **MICE and Corporate Travel knowledge sessions** helmed by industry partners
- **Buyer Procurement Showcases** by invited buyers with insights on ready business relevant to interested destination and supplier leads
- **Brand Showcase Presentations** by MICE destinations and suppliers
- Make-it-your-own, anytime **Networking Conversations** with delegates

Made available at dedicated times from 22 June with on-demand access for all delegates till the end of the event

EXCLUSIVE LIVE SESSIONS **NEW**

Hosted by our sponsors, with interactive games and prizes to be won!

What To Expect From DTI TNTM's Enhanced Virtual Experience

★ **More Meetings, More Contacts** with improved management tools for scheduled meets, unlimited walk-in meets and two-way messaging, giving exhibitors and buyers more ways to connect and do business.

😊 **Seamless English / Chinese User Experience** across PC, mobile and WeChat. Enjoy improved business tools to manage meeting requests, complete more meets and collect business data to power ongoing business development.

🗨️ **Improved Virtual Meeting Rooms** featuring integrated video calls for multiple users, chat rooms with two-way automated translation, and tools to conduct presentations during meetings.

▶ **Enhanced Gamification and Interaction** to drive more buyer leads to exhibitors, and more engagement with the event's industry-leading on-demand content program.



www.itcmchina.com

for event updates, programme and participation information

After a successful virtual debut in 2020, IT&CM and CTW China is back with a refreshed virtual format that puts business development front and centre. We are proud to be partnering the event again in 2021 to support our industry to connect and build the partnerships that will drive travel recovery.

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

