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BECOME AN EXPERT IN HUMAN CAPITAL DEVELOPMENT
Join Industry Experts at the 4th edition of PATAcademy-HCD
"Human Capital Development - This Decade's Tourism Challenge"

June 2-4, 2015

PATA Engagement Hub, Bangkok, Thailand

The 4th PATAcademy-HCD, a pillar of PATA Human Capital Development, is designed for rising stars in the travel industry who want to broaden their practical experience, engage with leading speakers, and learn from their peers. The PATAcademy-HCD aims to educate, provide job skills training and increase the creativities of the participants.

"Human Capital Development (HCD); this decade's largest challenge! By now we all know that Tourism is growing globally at a rapid rate and the demand for skilled talent in the sector is far exceeding the supply.

- How will we cope with this phenomenal growth?
- How can we get the current and future generation of University Graduates interested in our sector?
- How can we retain our current talent within our sector?
- Do our current leaders have a well-planned succession plan?
- What are the expectations of Generation X and Y? Do we have the right framework to keep them engaged?

These are just some of the questions that we will attempt to answer at this June's PATAcademy-HCD; so please come and join us. Learn from leading experts and have fun practising your presentation and public speaking skills with a top leading coach!"

High-level industry speakers include:



Mario Hardy
CEO, PATA



Prof Dr Walter Jamieson
MCIP
College of Innovation,
Thammasat University, Thailand



Jonathan Low
CSP (NSA) PCC (ICF) MBA (RMIT)
Certified Speaking Professional /
Professional Certified Coach
Managing Partner, PowerUpSuccess
Group of Companies
International, Malaysia



Claude Colombie
Director, Sala Bai
Cambodia



Susan Chen
Director, Human Resources,
Author and Coach, Visa Worldwide,
Singapore



Ben Montgomery
Chairperson, Pacific Asia Travel
Association (PATA) Thailand
Chapter and Director of Business
Relations Management, Centara
Hotels & Resorts, Thailand



Veera Pardpattanapanich
Rector, Dusit Thani
College, Thailand



Andrew Chan
CEO
ACI HR Solutions (ACI)
Singapore

Registration fee for PATAcademy-HCD is
US\$1,028 for PATA members, **US\$1,235** for Chapter members and **US\$1,543** for non-members. All inclusive of credit card fee.

To register visit www.PATA.org

VIE Hotel Bangkok is the Official Accommodation Partner for PATAcademy-HCD and will host the final farewell cocktail party. Bangkok University, School of Humanities and Tourism Management will host welcome dinner and site visit on June 2.



PATA_HQ

PATA_HQ

PROGRAMME
June 2-4, 2015
PATA Engagement Hub, Bangkok, Thailand
THEME: Human Capital Development - This Decade's Tourism Challenge
(As of March 15, 2015)

Monday, June 1

All Day Arrivals
 Transfer to Hotel and Check-in

Day One Tuesday, June 2

0900-0930 Welcome to PATAcademy-HCD
 Mr Mario Hardy, CEO, PATA

0930-1230 Getting to Know Each Other
 Mr Mario Hardy
Each participant will deliver a short presentation of approximately 3-4 minutes on themselves, their organisation, their role in Human Capital Development, and issues and challenges that they encounter.

1230-1400 LUNCH (Tea for 2)

1400-1500 Human Capital Development - This Decades Tourism Challenge
 Prof Dr Walter Jamieson MCIP
 College of Innovation, Thammasat University, Thailand
Demand and supply challenges of skilled staff numbers required to meet the current and future demand in Tourism, including opportunities and solutions.

1500 Site Visit to School of Humanities and Tourism Management, Bangkok University (BU)
Participants will pay a visit to Bangkok University's Tourism Tower, where the school aims to prepare its students for ASEAN Economic Community (AEC) and to become leaders in their field of study. In addition to traditional academic coursework, the school is equipped with a state-of-the-art facility that provides it students the opportunity to work in a real world setting, offering training opportunities in its hotel simulated laboratories (standard rooms, suites, restaurants, coffee shops, and kitchens), The school focuses on various skills needed for the Travel and Tourism industry, particularly service industry management, administration and communication skills in Thai, Chinese, and English.

1830-1930 Welcome Dinner at Bangkok University

Day Two Wednesday, June 3

0900-1030 Influential Communication and Presentation as Leaders
 Jonathan Low CSP (NSA) PCC (ICF) MBA (RMIT)
 Certified Speaking Professional / Professional Certified Coach
 Managing Partner, PowerUpSuccess Group of Companies International, Malaysia
As leaders, your ability to communicate and present your ideas well will influence and inspire actions. In this highly interactive and fun session, you will be equipped with the tools needed to deliver highly effective and engaging presentations. There will be "stage time" opportunities for you to apply these skills and put them into practice during the session. By the end of the programme, you will be able to: Prepare and structure a presentation or sessions appropriate to the audience in order to best achieve your objectives; Connect with your audience before, during and after to improve your audience experience; Develop stories that evoke emotions Influence; and Inspire action as leaders.

1030-1100 Break

1100-1230 Fighting Poverty and All Associated Risks through Vocational Training in Hospitality – The Example of Sala Bai Hotel School – Cambodia
 Claude Colombie, Director, Sala Bai
Education is the most efficient way to fight poverty in emerging countries. But beyond education, learning a skill that leads to a qualified job is what makes a difference in one's life. In Cambodia, tourism is the fastest growing industry with 4.5 million visitors in 2014 and the 3rd employment sector, which will soon face the opening of its market, integrating into the ASEAN Economic Community. Therefore vocational training in hospitality is a strategic priority for Cambodia and a huge opportunity for disadvantaged young Cambodians to learn a skill. Since 2002, Sala Bai every year trains 100 students in hospitality, who all get a job within 6 weeks after graduation.

Topic for discussion and/or interactive case study:

- *What will be the consequences of the integration of Cambodia into ASEAN in terms of employment in the tourism sector? As more and more middle and higher management positions are performed by Cambodians themselves, would they be more attracted to work abroad with higher salaries and more career opportunities? And: On the other hand, would the industry hire more and more middle and top managers from other ASEAN countries, where the education level is higher, keeping locals working in entry and low level positions?*

1230-1400 LUNCH (Zen)

1400-1500 Employee Engagement around GenY and Update Employment Trends Report
 Andrew Chan, CEO, ACI HR Solutions (ACI), Singapore
Most companies face the challenge of attracting and retaining the right staff. What are the key factors which you as a future leader can influence to promote a healthy work environment for your staff? Find out the difference between Baby Boomers, Generation X and Generation Y employees and how you can bridge the gap between them, engage them, and ultimately bring out the best in them.

1500-1600 How to prepare ourselves for AEC in the Hospitality Industry?
 Veera Pardpattanapanich, Rector, Dusit Thani College
Since ASEAN Competencies Standard for the Hospitality Industry will be implemented by the end of this year. What should we know and how do we prepare ourselves (survive) for this changing environment?

1600-1700 Emerging HR Issues and Challenges & Centara's Talent Management
 Ben Montgomery
 Chairperson, Pacific Asia Travel Association (PATA) Thailand Chapter
 Director of Business Relations Management, Centara Hotels & Resorts, Thailand
Apart from today's human capital development issues and challenges such as "skill development" and "talent war", Centara's long-established mission is committed to an employee's career growth and well-being in order to deliver exceptional quality products and services to our guests supervised by a professional management team, as well as achieve profitable performance for our stakeholders. Ben Montgomery will share Centara's HR Best Practices and Programmes that enhance Centara as the leading Thai Company providing "Thainess" to the global arena.

1700 Free at Leisure

Day Three Thursday, June 4

0900-1000 Succession Planning & Knowledge Management in Hospitality/Travel Industry: What, Why and How
 Susan Chen
 Director, Human Resources, Author and Coach
 Visa Worldwide, Singapore
What? - Identify macro and micro trends of the industry, and the continuous evolution of human capital. Understand the make-up of your employee base. Why? - Linking human capital to customer experiences and ROI. This is not a nice to have, but a business need. How? - Linking strategy with sufficient pipeline management. Managing both explicit and implicit knowledge
 Activity - reflective Q&A:
What are the critical roles and skills in your organisation? Why? How prepared are you for the departure of these critical roles? What is the KM culture in your organisation?

1000-1030 Break

1030-1230 Stage Time Preparation

1230-1400 LUNCH (Tea for 2)

1400-1630 Stage Time - Influential Communication and Presentation as Leaders
 Jonathan Low CSP (NSA) PCC (ICF) MBA (RMIT)
 Certified Speaking Professional / Professional Certified Coach
 Managing Partner, PowerUpSuccess Group of Companies International, Malaysia

1630-1700 Wrap-ups

1800 Farewell Dinner and Awarding of Certificates at VIE Hotel Bangkok

Friday, June 5

Check-out, Transfer to Airport, Departure