



PATA Annual Summit Conference 2016

PROGRAMME

“Exploring the Secrets of the Blue Continent”

May 19 | Dusit Thani Guam Resort

Guam, USA

(As of March 1, 2016)

- | | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0830 – 0900 | Registration |
| 0900 – 0905 | Musical Opening |
| 0905 – 0910 | Welcome to PATA Annual Summit 2016
Featuring international experts at the forefront of the industry under the theme “Exploring the Secrets of the Blue Continent.” With the Pacific Islands at a critical junction in its future development economically, socially and environmentally, the conference is looking for a call to action under the banner of ‘Code B.L.U.E’ which explores the key success factors to take travel and tourism organisations to the next phase of sustainable tourism:
B = Back to Basics
L = Leveraging our knowledge and expertise
U = Unravelling the mysteries of HCD
E = Energising our eco efforts |
| 0910 – 0915 | Official Opening
<i>Honourable Eddie Baza Calvo, The Governor of Guam</i> |
| 0915 – 0920 | Welcome Remarks
<i>Jon Nathan Denight, General Manager, Guam Visitors Bureau</i> |
| 0920 – 0935 | Welcome Remarks
<i>Mark Baldyga, Chairman, Guam Visitors Bureau</i> |
| 0935 – 0940 | PATA Welcome
<i>Kevin Murphy, Chairman, Pacific Asia Travel Association</i> |
| 0940 – 1000 | Keynote Address: The Big BLUE: In Danger - Yet Awe Inspiring
<i>Honourable Minister Alain St-Ange, Minister of Tourism and Culture, Seychelles</i>
The vibrant culture of the Pacific Islands plays an important role in building its destination images. Facing the rise of niche markets, how can we track our unique cultural roots to attract new markets across the continents without exceeding capacity? |

Code B: Back to Basics

Our first session addresses two key issues. Firstly, we look at the growing power and influence of social media. Secondly, we look for expert guidance from our panelists as we consider how best to promote Pacific Island destinations.

1005 – 1020

Shaping the Intangibles through Hyper Connections

Morris Sim, Co-Founder & CEO, Circos Brand Karma

How can you generate hyper connections through great content marketing? Morris will discuss how you can generate demand and draw people into your brand by storytelling via new marketing tools and technologies.

1020 – 1035

Break for Networking

Check your inbox for the Code B.L.U.E mission to be the next Game Changers.

1035 – 1040

Idea Capsule

Jason Lin, Chief of Talent, TalentBasket

Ronan Carey, Chief Operating Officer, Red Robot Limited

Two speakers give a briefing (two minutes max) on stage to share their views about the upcoming Panel Discussion: Driving Solo or Follow the Pack.

1040 – 1120

Panel Discussion: Driving Solo or Following the Pack

Moderator: TBA, BBC Worldwide

Honourable Minister Alain St-Ange, Minister of Tourism and Culture, Seychelles

Morris Sim, Co-Founder & CEO, Circos Brand Karma

Jason Lin, Chief of Talent, TalentBasket

Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor

We think of an island as an isolated piece of land. But when it becomes increasingly accessible to outside influences, it is involved in local, regional, national and international decisions. Should destinations be promoted individually or collectively within a region?

Code L: Leveraging our knowledge and expertise

It is not hard to make decisions but making a better decision requires few other elements. The elements will be revealed in this session and leverage your knowledge and expertise with like-minded professionals through the tailored breakout session.

1120 – 1150

Mastering the Skill of Future Trend Forecast

Guest speaker: Daniel Levine, The Global Trend Expert & Keynote Speaker

Organisations are struggling from predicting future trends in this ever-changing industry. Being the master of trends, Daniel will share his tips to obtain such skills and utilise it to make better decisions.

1150 – 1225

Breakout Session

Choose the breakout session most relevant to your business activities and then share your knowledge and expertise with like-minded professionals to produce two eye-catching recommendations that could influence tomorrow's travellers.

1150 – 1200 Let the Pitching Began

Each speaker from the breakout session will have 5mins to pitch for their session, convincing delegates to attend their session instead of the other.

1200 – 1240 Breakout I: Check-In: Defy the Norms to Create 'Same Same But Different'

Andrew Dixon, Owner, Nikoi and Cempedak Islands

Discover the wonders that can be created by defying the norms of HOTELS. Unusual is the new black.

Breakout II: Board-In: The New Edge – Foreseeing New Travel Patterns

Mark Schwab, CEO, Star Alliance

New travel patterns are being encouraged through new airline routes. Observe travel behaviours and foresee travel patterns to maximise opportunities creating a win-win.

1240 – 1340

Lunch for Refuelling

Code U: Unravelling the mysteries of Human Capital Development

Travel and tourism is about people. At every level. In every market place. Recruitment is just the first step. Our challenge is to retain today's recruits so that they become tomorrow's industry leaders.

This session starts with honouring the leading examples from the travel and tourism industry by presenting PATA Honours Awards and PATA Face of the Future. A gesture from PATA, to recognise and acknowledge inspirational individuals.

1340 – 1400

Honour, Recognise and Acknowledgements by PATA

Efforts in supporting Human Capital Development, PATA presents PATA Honours Awards including Life Members, Award of Merit and Chairman Award to recognise their efforts and encouraging the future leaders with PATA Face of the Future.

1400 – 1415

Reversing the Brain Drain by Mixing the Borders

Derek Toh, Founder & CEO, WOBB

How to keep employee recruitment to zero kilometres without importing manpower? Discover ways to attract talents from different generations resulting reduced cost and increased productivity and profitability.

1415 – 1430

Techie HCD Solutions for Higher Profitability

David Topolewski, CEO, Qooco

Leverage the new addiction to mobile phones through innovative tools that facilitate employees' learning of new languages and service skills anywhere, anytime with better results and lower costs than other methods.

1430 – 1435

Idea Capsule

Michael Lujan Bevacqua, Author and Lecturer, University of Guam

PATA Face of the Future

Two speakers address delegates for two minutes each on stage to share their thoughts about the importance of Human Capital Development.

1435 – 1500

Panel Discussion: Creating One of the Best Workspaces

Moderator: *PATA Face of the Future*

David Topolewski, CEO, Qooco

Derek Toh, Founder & CEO, WOBB

Michael Lujan Bevacqua, Author and Lecturer, University of Guam

What are the key elements to achieve such title? What is the relation between recruitment, workspace and profit? The key elements will be discussed and unravelled by both speakers and delegates.

1500 – 1515

Break for Networking

Code E: Energising our eco efforts

1515 – 1630

Be A 'Game Changer' – Win the Game

Eric Ricaurte, Founder & CEO, Greenview

This is your chance to becoming a Winning Game Changer. This session tests your ability to work in a team and respond to a crisis by creating a practical and effective task force.

Winning Game Changers will receive their awards at the Welcome Dinner Reception and PATA Awards Presentation hosted by GVB

1515 – 1525 The United Nation Climate Change

Zoltan Somogyi, Executive Director for Programme and Coordination at the World Tourism Organization (UNWTO)

1525 – 1630 How to Be A 'Game Changer'?

1630 – 1645

Closing Address: Less Space, More Popularity – Finding the Balance

Given limited space, how do you ensure the longevity of the entire tourism industry and the island's resources? Management of lack of diversity while sustaining a unique culture can be problematic. We want growth. We need growth - but we need to monitor and control it carefully in fragile locations.

1800

Welcome Fiesta hosted by GVB

-End of Programme-

***Conference delegates will be given a complimentary pass to attend the PATA/UNWTO Ministerial Debate on Pacific Island Tourism held on May 21.**



PATA/UNWTO Ministerial Debate on Pacific Island Tourism
May 21 | Dusit Thani Guam Resort
Guam, USA
(As of March 1, 2015)

- 0900 – 0905** **Guam Welcome**
Jon Nathan Denight, General Manager, Guam Visitors Bureau
- 0905 – 0910** **PATA Welcome**
Mario Hardy, CEO, Pacific Asia Travel Association
- 0910 – 0925** **Opening Remarks**
Zoltan Somogyi, Executive Director for Programme and Coordination at the World Tourism Organization (UNWTO)
- 0925 – 0935** **Official Opening**
Kathy Jetnil-Kijiner, Marshall Islands Poet
- 0930 – 1030** **Panel Discussion: Merging Motivations**
Jon Nathan Denight, General Manager, Guam Visitors Bureau
TBA
Derek Toh, Founder & CEO, WOBB
Mark Schwab, CEO, Star Alliance
Government and private sectors have different motivations and target goals. Where do these motivations overlap and to better align them, forming a smoother pathway for growth?
- 1030 – 1050** **Networking Break**
- 1050 – 1150** **Panel Discussion: Cloud Nine – The Ideal Island Economy**
Honourable Minister Alain St-Ange, Minister of Tourism and Culture, Seychelles
TBA
Andrew Dixon, Owner, Nikoi and Cempedak Islands
Morris Sim, Co-Founder & CEO, Circos Brand Karma
The choices made to shape the economy of an island will bring effects to land masses, be it mainland or other islands. What kind of economy is ideal for an island and who should be most benefitting? Creating an ideal plan to succeed.
- 1150 – 1200** **Concluding Remarks**
Moderator: TBA, BBC

-End of Programme-