

PROGRAMME

June 2-4, 2015

PATA Engagement Hub, Bangkok, Thailand

THEME: Human Capital Development - This Decade's Tourism Challenge

(As of May 20, 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 5 minutes on themselves, their organisation, their role in Human Capital Development, and issues and challenges that they encounter at their organisation and their country.

1230-1400

LUNCH (Café Marmalade)

1400-1500

Human Capital Development - This Decade's Tourism Challenge

Prof Dr Walter Jamieson, Director, Service Innovation Program, 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 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 its 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

0900-1030 Development of Creativity and Innovation Competency for Your Team's Success
Stuart 'Stu' Lloyd, Chief Hothead & Business Creativity Consultant, Hotheads, China

- *Why Creativity is the most required leadership skill in the New Economy - and how to develop innovation competency in your team*
- *Introduction to 4 core creative competencies*
- *Introduction to 5 innovation discovery skills*
- *Case studies from Southwest Airlines, JetBlue, AirAsia, Marriott, AirBnb, NY Tourism, and more*

1030-1100 Break

1100-1230 Continue to Develop Your Team's Creativity and Innovation Competency
Stuart 'Stu' Lloyd, Chief Hothead & Business Creativity Consultant, Hotheads, China

1230-1400 LUNCH (Sizzler's)

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