

PATA Travel Mart 2016 Programme
September 7-9
(As of Sep 6, 2016 and subject to change)

*Unless otherwise listed, all PTM2016 business sessions are to take place at
Indonesia Convention Exhibition (ICE), BSD-Serpong*

Tuesday, September 6, 2016

- 0900-1800 Organiser Hall Move In/Raw Space Build Up
Venue: Hall 5-6, ICE

- 1400-1730 Buyer/Seller/Media Delegate Registrations
Venue: Hall 5-6, ICE

Wednesday, September 7, 2016

- 0800-1500 Complimentary Half-day City Tour to Taman Mini Indonesia Indah (TMII) or "Beautiful Indonesia Miniature Park"

Note: Pick up/drop off from ICE

Delegates must pre-register this tour which tour booking form is available at www.PATA.org/mart
Seats are available on first come first served.

- 0900-1800 Raw Space Build Up & All Booth Decorations
Venue: Hall 5-6, ICE

- 0900-1730 Buyer/Seller/Media Delegate Registrations
Venue: Hall 5-6, ICE

- 0900-1220 PATA Travel Innovation Forum in partnership with Phocuswright and Connecting Travel
 - 0900-0910 Fast Track Opener
Chetan Kapoor, Research Analyst – APAC, Phocuswright, India
 - 0910-0945 Executive Roundtable: Flag Bearers of Online Travel
Hans Ebenhahn, Founder and CEO, Nusatrip, Indonesia
Ryan Kartawidjaja, Deputy CEO, Pegipegi.com, Indonesia
Caesar Indra, Head of Product, Traveloka, Indonesia
Gaery Undarsa, Co-founder and Managing Director, Tiket.com, Indonesia
Moderator: Chetan Kapoor, Research Analyst - APAC, Phocuswright, India
 - 0945-1045 Gaurav Chiripal, Founder and CEO, QuadLabs Technologies Pvt. Ltd, India
Ha Lam, Growth- Co-Founder, Triip.me, Singapore
Terence Mak, CEO, Where is Where, Singapore
Moritz Mayrhofer, Head of Distribution, BeMyGuest, Singapore
Satish Singh, Founder and CEO, TTW Holdings Limited, UAE
 - 1045-1100 Executive Roundtable – Innovation Forum
The Innovation Spotlight presenters take stage to discuss emerging digital travel trends
Moderator: Chetan Kapoor, Research Analyst - APAC, Phocuswright, India
 - 1100-1115 *Coffee Break***
 - 1115-1140 Executive Interview
Shinta Witoyo Dhanuwardoyo, Founder, Bubu.com, Indonesia
Moderator: Daniela Wagner, International Partnerships, Travel Weekly Group, Connecting Travel, UK
 - 1140-1215 Executive Roundtable - Hot Topics Discussion
Angeline Tang, Director Sales & Marketing, Asia, Avis Budget Group, Singapore
Paul Millan, Regional Director – APAC, Traveltek, Australia
Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor, Hong Kong
Noel Swain, COO, eZeego1, India
Stewart Hunter, Director of Sales APAC, Sojern, Singapore
 - 1215-1220 Fast Track Close
Venue: Garuda 6, Convention Hall, ICE

- 1400-1600 Blogger Marketing Forum
- How To Start Working With Influencers To Drive Sales Tomorrow
Matt Gibson, President, Professional Travel Bloggers Association, Xpat Media, Thailand
 - Case Studies: Massively Successful Influencer Campaigns And How They Worked
Matt Gibson, President, Professional Travel Bloggers Association, Xpat Media, Thailand
Nicole Smith, Professional Blogger, Bitten by the Travel Bug
Juno Kim, Professional Blogger, Runaway Juno Media, Korea
Raphael Alexander Zoren, Professional Blogger, Journey Wonders, Mexico
Moderator: Natasha Martin, Consultant
Venue: Garuda 6, Convention Hall, ICE
- 1900-2100 PTM2016 Welcome Reception hosted by the Ministry of Tourism, and Graciously Presided over by the President of the Republic of Indonesia
Venue: Nusantara 2-3, Convention Hall, ICE

Thursday, September 8, 2016

- 0900-0945 Seller-meet-Buyer Open Hall Session
Venue: Network Lounge, Hall 5-6, ICE
- 1000-1015 PTM2016 Ribbon Cutting
1015-1115 PTM2016 VIP Tour
1115-1215 PATA and PTM2016 Host Destination Media Briefing
Venue: Garuda 5, First, ICE
- 1030-1220 PTM2016 Business Session 1 (5 appointments plus a Coffee Break)
Venue: Hall 5-6, ICE
- 1030-1045 Appointment 1
1050-1105 Appointment 2
1105-1125 All Delegates Coffee Break
- 1105-1125 PTM Talks: A Fully Integrated Management System, a Full-Service Solution that allows your destination marketing organization to
- accomplish more in less time
 - provide a more consistent experience for staff, partners, and customers
 - intuitively track organizational efforts in one system, with results tied back to your partners
- By Mr Tom Farney, Director of Business Development, Simpleview, USA
Venue: PTM Talks, Hall 5-6, ICE
- 1125-1140 Appointment 3
1145-1200 Appointment 4
1205-1220 Appointment 5
- 1220-1400 Delegate Lunch (Own arrangement)
- 1400-1730 PATA Youth Symposium
Venue: Nusantara 1
- 1400-1710 PTM2016 Business Session 2 (9 appointments plus a Coffee Break)
Venue: Hall 5-6, ICE
- 1400-1415 Appointment 6
1420-1435 Appointment 7
1440-1455 Appointment 8
1500-1515 Appointment 9
1515-1535 All Delegates Coffee Break hosted by Ministry of Tourism, Republic of Indonesia

- 1515-1535 PTM Talks: IATA enables the distribution of travel products
- IATA identifies the travel agency
 - IATA helps travel suppliers to identify the right business partners which are most relevant for their destinations or products
 - IATA facilitates distribution strategies & maximize opportunities
- By Mr. Robert Craft, Head, Product Development, IATA, Canada
 Venue: PTM Talks, Hall 5-6, ICE
- 1535-1550 Appointment 10
 1555-1610 Appointment 11
 1615-1630 Appointment 12
 1635-1650 Appointment 13
 1655-1710 Appointment 14

Evening Free at Leisure

Friday, September 9, 2016

- 0930-1700 Trade Visitors Walk Around
 Venue: Hall 5-6, ICE
- 0930-1015 Open Hall Session
 Venue: Hall 5-6, ICE
- 1015-1245 PTM2016 Business Session 3 (7 appointments plus a Coffee Break)
 Venue: Hall 5-6, ICE
- 1015-1030 Appointment 15
 1035-1050 Appointment 16
 1055-1110 Appointment 17
 1110-1130 All Delegates Coffee Break hosted by Ministry of Tourism, Republic of Indonesia
- 1110-1130 PTM Talks: Maximizing Hotel Revenue: Revenue Management Fundamentals and Best Practices
- Three key pillars of revenue management - segmentation, forecasting and pricing
 - Accurate and consistent data tracking
 - Building a successful revenue management culture in your hotel
- By Ms. Tracy Dong, Lead Advisor, Advisory Services, IDEaS, a SAS company, Singapore
 Venue: PTM Talks, Hall 5-6, ICE
- 1130-1145 Appointment 18
 1150-1205 Appointment 19
 1210-1225 Appointment 20
 1230-1245 Appointment 21
- 1245-1415 2016 PATA Gold Awards Lunch and Award Presentation hosted by Macao Government Tourism Office
 Venue: Nusantara 1- 2, Convention Hall, ICE
- 1415-1725 PTM2016 Business Session 4 (9 appointments plus a Coffee Break)
 Venue: Hall 5-6, ICE
- 1415-1430 Appointment 22
 1435-1450 Appointment 23
 1455-1510 Appointment 24
 1515-1530 Appointment 25
 1530-1550 All Delegates Coffee Break hosted by Ministry of Tourism, Republic of Indonesia

1530-1550 PTM Talks: Owning the Guest Relationship - Use data to drive actionable insights and drive profits while differentiating your brand

- Key Industry Trends
- Addressing modern guest expectations
- Using data to drive actionable insights
- Increasing profit while differentiating brand

By Mr Sam Samsudi, Industry Territory Director, Revinate, Indonesia

Venue: PTM Talks, Hall 5-6, ICE

1550-1605 Appointment 26

1610-1625 Appointment 27

1630-1645 Appointment 28

1650-1705 Appointment 29

1710-1725 Appointment 30

Evening Free at Leisure

--- End of Business session---

Saturday, September 10, 2016

Departure /Post-Mart and Optional Tours

Please contact Hospitality Desk to arrange your departure transfer at least two days prior to your departure date.

Post-Mart Tours:

Delegates are required to pre-register Post-mart tours directly at the Hospitality Desk.

Friday-Sunday, September 9-11, 2016

PATA Executive Board and PATA Board Meeting at the ICE

---End of Programme---