



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

In collaboration with



Sponsor



16th UTM – UN TOURISM TRAINING PROGRAMME

TRANSFORMATIVE POWER OF TECHNOLOGY IN MEETINGS AND EVENTS INDUSTRY

19 – 22 November 2024
Macao SAR, China

PRELIMINARY PROGRAMME

- as of 18 November 2024

DAY 0 – Monday, 18 November 2024

All Day Arrival

DAY 1 – Tuesday, 19 November 2024 (Venue: MGM Cotai Conference Room)

13:00 – 14:30 **Welcome lunch**
(hosted by MGM at Grand Salon 2&3, Level 1, MGM Cotai)

Opening session

Master of Ceremony: Ms. Hilda Fok, Lecturer of Macao University of Tourism (UTM)

- 14:30 – 14:50
- Opening remarks by **Dr. Fanny Vong, Rector, Macao University of Tourism (UTM)**
 - Welcome video remarks by **Mr. Harry Hwang, Director of Regional Department for Asia and the Pacific, UN Tourism**
 - Congratulatory remarks by **Dr. Iwan Dietschi, Senior Vice President of Hospitality, MGM**

14:50 – 15:00 **Group photo**

Thematic Discussion: The Future Landscape of Meetings and Events

Session Moderator:
Ms. Mary Elizabeth Eddy U, Lecturer of Macao University of Tourism (UTM)

- 15:00 – 16:15 **Keynote Session:**
- International Tourism Trends, Outlook, and Digital Transformation, by **Dr. Eunji Tae, Regional Department for Asia and the Pacific, UN Tourism**
 - Global Trends in Meetings and Events, by **Ms. Waikin Wong, Regional Director of Asia-Pacific Chapter of International Congress and Convention Association (ICCA)**

- AI or IA: Navigating the path forward, by **Professor Hwabong Lee, Department of Integrated Service Management, Mice Planning & Management at Hallym University, Republic of Korea**
- Enhancing MICE Management through Technology, by **Mr. Andre Hong, Vice President of the Macao Convention and Exhibition Association (MCEA), Managing Director of Macau Faith Exhibition Equipment Services Co., Ltd and Managing Director of Macau WellWin Technology Co., Ltd**

16:15 – 16:45 Coffee break

16:45 – 17:30 **Panel discussion**

Speakers:

- Ms. Waikin Wong, ICCA
- Professor Hwabong Lee, Hallym University
- Mr. Andre Hong, MCEA
- Dr. Iwan Dietschi, MGM

Free Evening

DAY 2 – Wednesday, 20 November 2024 **(Venue: MGM Cotai Conference Room)**

Session I: Future of AI for the Meetings and Events

AI technology, with its limitless potential, stands at the forefront of this revolution era, offering event organizers unprecedented opportunities for customization, interaction, and operational excellence. From personalized attendee experiences to streamlined event management processes and data-driven decision-making, AI is reshaping the landscape of events and meetings. This session aims to demystify AI, showcasing its transformative power to enhance, innovate, and empower different aspects of the planning and execution of events and meetings.

Session Moderator:

Mr. Joe Lam, Lecturer, Macao University of Tourism (UTM)

09:30 – 09:50

Presentation:

Smart events: how AI is revolutionizing efficiency and customer satisfaction, by **Mr. Joe Lam, Lecturer, Macao University of Tourism (UTM)**

09:50 – 10:10	Presentation: Innovative event formats: how technology is shaping the future of meetings and events, by Mr. Joey Pather, Senior Vice President of MICE Sector, Galaxy Entertainment Group
10:10 – 10:30	Presentation: The Future of Meetings and Events, by Mr. Will Kataria, Senior Director of Sales and Operations, Cvent
10:30 – 11:10	Panel Discussion
11:10 – 11:30	Coffee break
11:30 – 12:30	Country presentations (10mins for presentation + 5 mins for Q&A per each) for Bangladesh, Cambodia and Indonesia to share trends in their own countries OR insights/experiences on the current session
12:30 – 14:30	Lunch (hosted by MGM at Hou Guo, MGM Cotai)

Session II: Digital Marketing Tools for Smart Destination Management

Digital marketing tools, such as social media platforms, customer relationship management systems and digital advertising solutions, have become essential components of modern marketing and business strategies. In this session, through case studies and success stories, how to select the right digital tools, use data-driven insights to inform strategic decisions, and integrate digital channels to create cohesive and impactful marketing campaigns will be demonstrated.

Session Moderator:

Dr. Simon Lei, Assistant Professor, Macao University of Tourism (UTM)

14:30 – 14:50	Presentation: Digital marketing: tools and tactics for event marketing, by Dr. Simon Lei, Assistant Professor, Macao University of Tourism (UTM)
14:50 – 15:30	Presentation: The transformation of digital marketing: tools in the age of AI and big data, by Dr. Dan Wang, Associate Professor, Associate Director of Research Centre for Digital Transformation of Tourism, Hong Kong Polytechnic University and Dr Truman Huang, CEO, Wintour Information Technology, Inc.
15:30 – 15:50	Presentation: Practices and challenges: the role of tourism big data in enhancing destination marketing and planning by Dr. Yuanyi Chen, Research Fellow at Sun Yat-sen University



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

In collaboration with



Sponsor



15:50 – 16:10	Panel Discussion
16:10 – 16:30	Coffee break
16:30 – 17:30	Country presentations (10mins for presentation + 5 mins for Q&A per each) for Malaysia, Maldives and Myanmar to share trends in their own countries OR insights/experiences on the current session
Free Evening	

DAY 3 – Thursday, 21 November 2024

Session III: Digital Skills for Professionals in the Meetings and Events Industry (Venue: MGM Cotai Conference Room)

In the meetings and events industry, digital platforms are now integral to planning, executing, and enhancing the attendee experiences. Staying ahead of these technological advancements is no longer an option but a necessity for professionals in this dynamic field. In this session, challenges and actionable strategies for building digital skills and addressing the skills gap will be investigated.

Session Moderator:

Dr. Helmond Io, Assistant Professor, Macao University of Tourism (UTM)

09:30 – 09:50	Presentation: Key digital skills for event professionals, by Dr. Helmond Io, Assistant Professor, Macao University of Tourism (UTM)
09:50 – 10:10	Presentation: Safeguarding Data Security and Privacy in the Events Industry, by Dr. Gary Chio, Vice Chair, Macao Cyber and Data Security Society
10:10 – 10:30	Presentation: Using AI for Meeting and Event Industry, by Mr. Raymond Tsang, Global Training Advisor, Senior Technical Trainer in Alibaba Academy, Alibaba Cloud International
10:30 – 11:10	Panel Discussion
11:10 – 11:30	Coffee break
11:30 – 12:30	Country presentations (10mins for presentation + 5 mins for Q&A per each) for Papua New Guinea, Philippines and Samoa to share trends in their own countries OR insights/experiences on the current session
12:30 – 14:30	Lunch (hosted by MGM at Hou Guo, MGM Cotai)

14:30 – 15:00 Transfer to UTM Mong-Ha campus

Session IV: Enhancing Destination Sustainability with Technologies **(UTM Mong-Ha Campus – Pousada Conference Room)**

From energy consumption and waste generation to carbon emissions and resource use, the footprint of traditional events is undeniable. Technological advancements have catalyzed innovations that are transforming the meetings and events industry in recent years. In this session, examples of how technologies can be applied to minimize ecological impacts and enhance the sustainability of event destinations will be illustrated and discussed.

- | | |
|---------------|--|
| 15:00 – 15:20 | Presentation:
Propelling the meetings and events industry towards a sustainable, net-zero future, by Ms. Stephanie Zhao, Associate Director of Sustainability, Sands China Ltd. |
| 15:20 – 15:40 | Presentation:
A story of Huawei's International Low Carbon City (ILCC) Convention and Exhibition Centre, by Mr. Viga Liu, Director of Intelligent Campus Solution Sales Department, Huawei Technologies Co., Ltd |
| 15:40 – 16:40 | Country presentations (10mins for presentation + 5 mins for Q&A per each) for Thailand, Vanuatu and Viet Nam to share trends in their own countries OR insights/experiences on the current session
Moderator: Mr. Hiroaki Oikawa, Programme Officer, Regional Department for Asia and the Pacific, UN Tourism |
| 16:40 – 17:00 | Coffee break |

Concluding Session **(UTM Mong-Ha Campus – Pousada Conference Room)**

Master of Ceremony: Ms. Hilda Fok, Lecturer of Macao University of Tourism, UTM

- | | |
|---------------|--|
| 17:00 – 17:20 | <ul style="list-style-type: none"> Closing remarks by Dr. Fanny Vong, Rector, Macao University of Tourism (UTM) Closing remarks by UN Tourism |
| 17:20 – 17:30 | <ul style="list-style-type: none"> Certificate presentation and Group photo |
| 17:30 – 18:00 | Campus Tour |
| 18:00 – 19:30 | Farewell Dinner (hosted by UTM at Educational Restaurant) |



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

In collaboration with



Sponsor



DAY 4 – Friday, 22 November 2024

0915 – 1230	Technical Tour
1300 – 1400	Lunch (hosted by UTM at Indian Spice)
1430 – 1730	Tour of The Historic Centre of Macau

Free evening

DAY 5 – Saturday, 23 November 2024

All Day – Departure