

Profile of Training Programs - Eunice Gan

Eunice has about 20 years of experience in organizing international conferences, exhibitions and other events in Singapore, Thailand and other countries in Asia Pacific. Her experience is as diversified as it is wide : having worked with an international government agency, convention centers, and a large number of organizers – including governmental agencies, international associations (trade and professional), publications, trade show organizers, and tourism organizations.

In her training, she brings her deep understanding of the needs of these organizers to members of the industry and teaches best practices to help them continually upgrade industry standards for service excellence.

She has been training for the meetings, incentives, conventions and exhibitions (MICE) industry in Thailand for many years, and is well-recognized in the industry.

Her training programs, most of which she developed on her own, include :-

1. For the meetings and incentives industry
Through the Thailand Incentive and Convention Association (TICA)
 - Develop and train, programs for hotels, convention venues, destination management companies (DMCs) and professional conference organizers (PCOs)
 - Participants comprise sales and services teams from these industry players
 - Training programs run 8-hour per day for 2 full days
 - Training programs include games, role plays and group assignments
 - Training projects are organized for TICA members at a minimum of 2 programs per year and are organized in and outside Bangkok (2000-2009)
2. For the Thailand Convention and Exhibition Bureau (TCEB)
 - Developed and trained a program for (medical, trade and professional) Associations Executives on how to bid, promote and organize international associations conferences.(Bangkok, June 2007)
3. For the Department of Export Promotion, Royal Government of Thailand -- a 28-hour training programme on organizing and promoting international trade exhibitions (November 2005 and January 2006)
4. For the Singapore Association of Convention and Exhibition Organizers and Suppliers (SACEOS) Seminar on Professional Conference Management for the Macau Association of Exhibition and Conference Organizers, in Macau (May 2007)
5. For the Indonesian National Convention Association – INCCA (Bali) – Principal trainer for a MICE Professionals training program (September 2007)
6. For The Bangkok International Trade & Exhibition Centre (BITEC) a 6-day Professional Exhibition Management Course for the Centre’s exhibitions team (November 2002)

7. For the academia -- developed syllabus and trained, university students (Bachelors and Masters) levels in the tourism faculties of
 - The Mahidol University International Campus
 - The Chiang Mai University
 - The Mae Fah Luang University International Campuson topics related to the MICE industry

8. In-company training – contracted by the following hotels, destination management company) tailor-made training projects. Syllabuses were designed on a needs basis in consultation with clients :
 - Dusit Thani Hotels, Bangkok
 - Intercontinental Hotels, Bangkok
 - Destination Asia (DMC), Bangkok

9. Guest speaker assignments at special training programs organized in Bangkok
 - The International Association of Professional Conference Organizers (IAPCO)
 - ASEAN MICE MART, organized by The Thailand Convention and Exhibition Bureau
 - Biennial programs organized by TICA for associations executives

10. Other training projects
 - 1-day training program on Telephone Techniques (for the Citibank Call Center teams)
 - 1-day training program on Presentation skills
 - 1-day training program for Corporate Executives (incorporating how to create a WOW event, how to work with suppliers, budget and timeline management)
