



**JTA-JNTO-ICCA Bidding Workshop Japan**  
**Hotel Chinzanso Tokyo, 9 & 10 February 2015**

**The Faculty:**

- 1. Juan Jose Garcia**  
1<sup>st</sup> Vice President and Treasurer, ICCA  
Director Marketing and Sales, Barcelo Congressos - Spain
  - 2. Noor Ahmad Hamid**  
Regional Director Asia Pacific, ICCA
  - 3. Mercedes Lanzani**  
Director, ba uniline - Argentina
  - 4. Mike Cannon**  
Managing Director, Sarawak Convention Bureau - Malaysia
  - 5. Professor Tokuro Matsuo**  
Professor, Advanced Institute of Industrial Technology at Tokyo Metropolitan University - Japan
  - 6. Keiko Nishimoto**  
Secretariat for JTA-JNTO-ICCA Bidding Workshop 2015  
Group Manager, Japan Convention Services Inc. (INCON)
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**Programme:**

<b><u>Day 1</u></b>	<b><u>Monday, 9 February</u></b>
0930-1000 (30)	Registration
1000-1010 (10)	<b>Welcome Remarks</b>
1010-1030 (20)	<b>Introduction to the Workshop</b> Noor Hamid & Juan Jose Garcia
1030-1100 (35)	<b>The Association Market</b> Juan Jose Garcia
1100-1115 (15)	Morning break
1115-1130 (15)	<b>The Biding Process of ICCA Congress 2015 &amp; 2016</b> Juan Jose Garcia

1130-1250 (80)	<b>Tales of two cities!</b> Two cities decided to bid for the ICCA Congress in 2015 and 2106 respectively. Buenos Aires as a main city in Argentina while Kuching as a secondary city in Malaysia both dreams of hosting the prestigious global congress in the meetings industry. In this session you will learn why these cities decided to bid for the ICCA Congress, how they brought all their stake holders together as a strong bid team and also their amazing journey to win the hearts and mind of ICCA Board of Directors. Especially on how did they comply with the most complex RFP in bidding and meeting the high expectation of ICCA.
1130-1210 (40)	<b>The Buenos Aires Story</b> Mercedes Lanzani
1210-1250 (40)	<b>The Kuching Story</b> Mike Cannon
1250-1330 (40)	Lunch break
1330-1400 (30)	<b>Perspective of ICCA Board of Directors as Decision Maker for the selection of ICCA Congress 2015 &amp; 2016 Destination</b> Juan Jose Garcia
1400-1530 (90)	<b>Open Discussion: "Importance of Collaboration with Stakeholders"</b> Participants will share their experiences in the importance of collaboration with stakeholders in preparing for their own bids.
1530-1545 (15)	Afternoon break
1545-1630 (45)	<b>A Client Perspectives</b> Professor Tokuro Matsuo
1630-1750 (80)	<b>International Case Studies</b> Win or Lose? The faculty will share their experiences in bidding for an international meeting and how do they react to stay competitive. <ul style="list-style-type: none"> <li>- Mercedes Lanzani</li> <li>- Mike Cannon</li> <li>- Juan Jose Garcia</li> </ul>
1750-1800 (10)	<b>Wrap up for the day!</b> Noor Hamid

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**Day 2****Tuesday, 10 February**

1000-1100 (60)	<b>A Panel Discussion: "Collaboration"</b> Collaboration is a nice word but can the stakeholders keep act together. Learn on some of examples of collaboration as there is no one models that fit all. Moderator: Noor Ahmad Hamid Panellist: The Faculty
1100-1115 (15)	<b>Morning break</b>
1115-1200 (45)	<b>A Conversation: "Do's and Don'ts in Bidding"</b> Moderator: Juan Jose Garcia Panellist: The Faculty
1200-1215 (15)	<b>Introduction to Work Group</b> Juan Jose Garcia & Noor Hamid
1215-1315 (60)	Lunch break
1315-1445 (90)	<b>Group Work</b>
1445-1500 (15)	Afternoon break
1500-1630 (90)	<b>Group Presentations</b> Each group will be given 10 minutes each to present their ideas on the bid
1630-1700 (30)	<b>Review and Deliberation</b> Based on the group presentation, deliberation will be done to look at how collaboration could be done by Japanese to win the association business
1700-1715 (15)	<b>In Closing</b> Juan Jose Garcia
1715-1730 (15)	<b>Certificate Presentation &amp; Group Photo</b>

**Organise by:**

- JTA
- JNTO
- ICCA Asia Pacific