SINGAPORE TOURISM BOARD

TOURISM DATA LEADERSHIP CONFERENCE

FORGING A COLLABORATIVE TOURISM INDUSTRY THROUGH VISITOR INSIGHTS

Friends in the Tourism Sector,

Join us at STB's 2nd Tourism Data Leadership Conference 2022 that brings together thought leaders, data experts and tourism associations who will be sharing insights and discussing the use of data to drive business outcomes.

Learn how all of us can collaborate and together unleash the power of collective data for actionable insights to attract more visitors and provide better experiences.

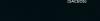## 2 MARCH 2022 (WED) 3 - 5PM
(VIRTUAL EVENT)

PRESENTERS

KEYNOTE SPEAKER
Mr Marcus Bartley Johns
Asia Regional Director, Government Affairs and Public Policy
Microsoft

SPEAKER & PANELLIST
Dr Kevin Cheong
Chairman
Association of Singapore Attractions (ASA)
Adjunct Faculty, SMU & SIT

SPEAKER
Ms Eileen Tan
VP, Digital Customer Experience and Analytics
SATS Ltd

SPEAKER
Mr Tejveer Bedi
Group Revenue Director
Park Hotel Group

SPEAKER
Mr Veemal Gungadin
Founder & CEO
GEVME

PANEL MODERATOR
Dr Josephine Tan
Adjunct Faculty, Singapore Management University & Singapore Institute of Technology

PANELLIST
Mr Steven Ler
President
National Association of Travel Agents Singapore (NATAS)

PANELLIST
Mr Richard Ireland
Acting President
Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)

PANELLIST
Mr Arthur Kiong
1st Vice President
Singapore Hotel Association (SHA)

PROGRAMME

Welcome Address
- Mr Wong Ming Fai, Chief Technology Officer, Singapore Tourism Board

Keynote Speech - Data Collaboration for Impact
- Mr Marcus Bartley Johns, Asia Regional Director, Government Affairs and Public Policy, Microsoft

Leisure Tourists' Considerations in the New COVID Norm
- Dr Kevin Cheong, Adjunct Faculty, SMU & SIT

Panel Discussion - Collaborating through Data Sharing
Panellists:
Dr Kevin Cheong (ASA), Mr Steven Ler (NATAS), Mr Richard Ireland (SACEOS), Mr Arthur Kiong (SHA)
Moderator:
Dr Josephine Tan, Adjunct Faculty, SMU & SIT

Create Value through Data Collaboration with Airlines
Hear from SATS Ltd how they uncovered opportunities to create relevant products, personalise inflight sales offers and customer interaction, and enable dynamic inventory control, all through data collaboration between ecosystem partners.
- Ms Eileen Tan, VP, Digital Customer Experience and Analytics, SATS Ltd

Enabling agile operations through Data Transformation
Learn from Park Hotel Group on how they have been driving both commercial performance and operational efficiencies using data
- Mr Tejveer Bedi, Group Revenue Director, Park Hotel Group

Data in the Age of Omnichannel Events
Find out from GEVME how data can be used as a competitive advantage when navigating the transformation of the MICE industry
- Mr Veemal Gungadin, Founder & CEO, GEVME

Closing Remarks

Please register by Mon 28 Feb 12nn at
https://go.gov.sg/tdlc22

For event enquiries, please email jocelyn_chng@stb.gov.sg

ORGANISED BY:

CUBE   Singapore TOURISM BOARD

SUPPORTED BY:

ASSOCIATION OF SINGAPORE ATTRACTIONS   NATAS NATIONAL ASSOCIATION OF TRAVEL AGENTS SINGAPORE   SACEOS SINGAPORE   SHA SINGAPORE HOTEL ASSOCIATION