



## GET DIGITALLY QUALIFIED

**THE** Professional Convention Management Association (PCMA) has announced a collaboration with Marriott International to provide access for the Asia-Pacific business events community to the PCMA Digital Event Strategist (DES) course and qualification.

PCMA MD Karen Bolinger cited recent in-house research which indicated that more than 70% of meeting planners are now looking for venues with broadcast facilities and in-house expertise.

In addition 80% of respondents said they planned to give their in-person and virtual event attendees an opportunity to interact, with Bolinger noting "this means new skills are required to deliver on these business objectives".

Earning the DES certification involves undertaking a self-paced six-module training program,

followed by a final exam.

Participants gain the tools to plan, produce and measure digital and hybrid events; monetise digital events through fresh pricing and sponsorship strategies, and evaluate the most appropriate tech solutions.

The Marriott collaboration will allow eligible customers to select the PCMA Digital Event Strategist certification as an additional benefit when booking an event or meeting with the hotel giant.

Ramesh Daryani, Marriott VP Global Sales APAC, said working with groups like PCMA "allows us to leverage the industry's best and innovative practices and offer event professionals the solutions and insights required to navigate the current landscape to create engaging experiences and successfully host meetings and events" - see [pcma.org](http://pcma.org).

## SITE special Aussie certification offer

**THE** Society for Incentive Travel Excellence (SITE) has announced a heavily discounted offer for business events professionals in Australia and NZ, enabling them to become Certified Incentive Travel Professionals (CITP) for a fraction of the normal cost.

The move is part of a push to boost the organisation's local membership, with in-person exams planned for Oct in Melbourne, Auckland and Sydney.

SITE is currently offering cheaper annual memberships for US\$275, and those who sign up as a new member now or renew their membership at the special price can also sit the CITP exam for US\$200.

Normally the CITP examination costs US\$985 for non-members, and US\$675 for members.

Applicants must have been

employed in the incentive travel profession for at least 12 consecutive months in the last 24 months, and have a total of five years' experience in the incentive travel industry.

In addition all candidates must have completed 40 hours of professional development activities over the past five years.

The examination is designed to test "knowledge on the broad scope of those professionals employed at the level to which the title 'Incentive Travel Professional' would appropriately apply," according to SITE criteria.

"Candidates are expected to have current, direct, hands-on involvement in the major processes associated with incentive travel sales, design and management," SITE said.

For more info and to register under the special limited offer see [siteglobal.com](http://siteglobal.com).

## MICE recognition for ASEAN

**THE** Thailand Convention and Exhibition Bureau (TCEB) has hailed approval by the Thai cabinet of an amendment to the ASEAN Mutual Recognition Arrangement of Tourism Professionals which expands the pact to cover meeting and event professionals.

The original agreement signed by ASEAN tourism ministers in 2012 only covered workers in two tourism categories - travel services and hotel services.

The update means the qualifications of MICE and event professionals will be recognised across the region.

The move was agreed at a meeting of ASEAN Tourism Ministers in early 2020, but the pandemic has led to delayed adoption.

So far the amended protocol has been approved by Indonesia, Singapore, Malaysia, Cambodia, Brunei, Vietnam and now Thailand.

The next phase sees the development of common competency standards, a project set to take place over the next three years.

## Novatech's new star

**NOVATECH** Creative Event Technology has unveiled OneSystem Constellation, described as a new "unique technical solution for the post-COVID world".

An expansion of the OneSystem event presentation and recording platform released a decade ago, the new Constellation platform is housed in a custom-made case containing a fully broadcast-capable engine room that can mix inputs from up to 20 cameras.

Three dedicated AV operators can work on OneSystem simultaneously, handling audio, video and broadcast streaming, while the platform can also be operated by a single technician for simpler events, or completely remotely over the internet for multi-site events.

Novatech MD Leko Novakovic said the company estimated the time for a single technician just to connect up equivalent equipment would be six hours.

"Having all of this pre-built and ready to roll will save everyone huge amounts in labour," he said.

The "gig in a box" system has already successfully handled the hybrid Australian and NZ College of Anaesthetists Conference at the Melbourne Convention and Exhibition Centre - for more info call Novatech on 08 8352 0300.

## King crowned AIPC Vice President

**MELBOURNE** Convention and Exhibition Centre CEO Peter King (**pictured**) has been appointed as Vice President of the International Association of Convention Centres (AIPC) Executive Council.

AIPC comprises a global network of about 190 key venues in 61 countries, with a mission of encouraging, supporting and recognising excellence in convention centre management.

King said he was thrilled to take on the position, saying "it is such a crucial time for



our industry right now, so to be part of the governing body which is steering us through is a real privilege".

He joins representatives from the USA, Denmark, South Africa, Colombia, Sweden and Denmark on the council.