

## Program Schedule

### Friday – 29 August 2003

10:00 –	Registration	(Foyer – Forum Floor)
13:00 – 14:00	Opening Ceremony	(Venue: Picasso Room)
	<p><b>Mrs. Grace Lee</b> <i>Deputy Executive Director, Hong Kong Tourism Board</i></p> <p><b>Mr. John Benett</b> <i>Secretary General, Asia Pacific Exhibition &amp; Convention Council</i></p> <p><b>Professor Patti Shock</b> <i>Department Chair, Tourism &amp; Convention Administration Department, University of Nevada, Las Vegas</i></p> <p><b>Professor Kaye Chon</b> <i>Chair Professor and Head, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University</i></p>	
14:00 – 15:15	Panel Session	(Venue: Picasso Room)
	<p><b>Conventions &amp; Exhibitions in Asia: Opportunities and Challenges</b></p> <p>Moderator: <b>Mr. Tony Tse</b>, <i>The Hong Kong Polytechnic University</i></p> <p>Panelists:</p> <p><b>Mr. Cliff Wallace</b> <i>Managing Director Hong Kong Convention &amp; Exhibition Centre</i></p> <p><b>Mr. Michael Duck</b> <i>Senior Vice President, CMP Asia</i></p> <p><b>Mr. Anthony Wong</b> <i>Group Managing Director Asian Overland Services Tours &amp; Travel</i></p>	
15:15 – 15:45	Refreshment Break	
15:45 – 17:00	Concurrent Research Paper Sessions	
	<p><b>Session I – Market Development Issues</b></p> <p><i>Session Chair: Rob Davidson</i></p> <ol style="list-style-type: none"> <li>1. The Conventions And Meetings Industry In Shanghai <i>Rong Huang, University of Derby, United Kingdom</i></li> <li>2. Event Public Policy Development In The Northern Sub-regional Organization Of Councils, Queensland Australia: Rhetoric or Realization? <i>Michelle Whitford, University of Queensland, Australia</i></li> </ol>	(Venue: Monet A)

## Friday – 29 August 2003

## Concurrent Research Paper Sessions

3. A Study On The Market Development Potential of 2010 Shanghai World Expo  
*Yingzhi Guo, Fudan University, Hailin Qu, Oklahoma State University, Xiaoli Chen, Fudan University, Xufeng Li, Fudan University & Fuchu Dai, Geology Institute of the Academy of Sciences*
4. Community Participation In Rural Events:  
The Potential To Develop And Utilize Social Capital  
*Sacha Reid, University of Queensland, Australia*

## Session II – Emerging Conceptual Approaches

(Venue: Monet B)

Session Chair: Janet Landey

1. Convention & Exposition Tourism In Wuhan, China:  
From The Viewpoint Of Landscape Ecology  
*Zilan Wang, Zhongyan Liu & Keling Wang, Wuhan University, China*
2. The Cultural Dimension Of Event Management:  
The Case For Understanding Confucianism  
*Charles Arcodia, University of Queensland, Australia*
3. The Development Of Convention And Exhibition Tourism  
In The Pearl River Delta In China  
*Chen Ming, Guangdong Polytechnic Normal University, China*
4. Conceptualizing Art Exhibitions As Special Events:  
A Review Of The Literature  
*Megan Axelsen & Charles Arcodia, University of Queensland, Australia*

18:00 – 19:30

## Welcome Reception

(Venue: Constable / Gainsborough Room)

This is a time to catch up with old friends and make new ones at this get-together at the InterContinental Grand Stanford Hotel.

Hot hors d'oeuvres and canapés will be served.

*Kindly sponsored by the InterContinental Grand Stanford Hotel*

19:30 –

## Dine Around Hong Kong

Sample the great variety of cuisines Hong Kong is famous for, followed by a stroll along beautiful Victoria Harbor.

Information about selected restaurants will be available at the registration desk.

## Program Schedule

### Saturday – 30 August 2003

08:00	Registration	(Venue: Foyer – Forum Floor)
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09:00 – 10:30	Panel Session	(Venue: Picasso Room)
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#### Crisis Management: Lessons Learned

*Moderator:* **Dr. Thomas Bauer**, *The Hong Kong Polytechnic University*

*Panelists:* **Mr. Alan Orlob**  
*Vice President, Corporate Security & Loss Prevention*  
*Marriott International Lodging*

**Mr. John Daniels**  
*President / Director, Bali Discovery Tours*

**Ms. Ellen Kwan**  
*General Manager, Tourism Marketing*  
*Hong Kong Tourism Board*

**Mr. Bert Van Walbeek**  
*Managing Director, The Winning Edge*

**Mr. Steve Shellum**  
*Publisher / Editor, HOTEL Asia Pacific*

10:30 - 11:00	Refreshment Break
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11:00 - 12:15	Concurrent Research Paper Sessions
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#### Session III – Convention Decision Making (Venue: Monet A)

*Session Chair: Curtis Love*

1. Relationships And Factors Influencing Convention Decision-Making  
*Leo Jago, Cooperative Research Centre for Sustainable Tourism (CRC),*  
*Australia & Margaret Deery, Victoria University, Australia*

2. Importance-Performance Analysis Of International Convention  
Attributes: The Case Of Korean Attendees  
*YoungHee Ro & Seoho Um, Kyonggi University, South Korea*

3. A Delegate Evaluation Of Conference Satisfaction  
*Ruth Taylor & Gerald A. Shortland-Webb,*  
*Curtin University of Technology, Australia*

#### Session IV - Event Management Education (Venue: Monet B)

*Session Chair: Mark A. Bonn*

1. The Miracle Of Training In Event Management  
*Janet Landey, Party Design CC Johannesburg, South Africa & Julia Rutherford*  
*Silvers, Speaking of Events, New Mexico, United States*

2. Event Management Education In Finland  
*Lee Slaughter, Sacha Reid, & Charles Arcodia,*  
*University of Queensland, Australia*

**Saturday – 30 August 2003**

**Concurrent Research Paper Sessions**

- 3. **Learning Lessons In The Real World:  
Running Events With Students**  
*Gianna Moscardo & Anne Norris, James Cook University, Australia*
- 4. **Professionalizing Event Practitioners:  
The Educational Role Of Event Management Associations**  
*Charles Arcodia & Sacha Reid, University of Queensland, Australia*

**12:15 – 13:45 Luncheon (with Keynote Speaker) (Venue: Constable / Gainsborough)**

**Convention and Event Education –  
From Past to Present: Opportunities for the Future**

Speaker: **Professor Patti Shock**  
*Professor & Department Chair,  
Tourism & Convention Administration Department,  
University of Nevada, Las Vegas*

**Concurrent Sessions**

**13:45 – 15:20 Session A – Inaugural Meeting of the DOME Academic Council (Venue: Turner)**

Presenter: **Professor Leo Jago**  
*Cooperative Research Centre for Sustainable Tourism /  
Victoria University Australia*

Data on Meetings and Events (DOME) is an international, private, not for profit foundation. Initiated by leading industry professional associations such as ICCA, IACVB, IAPCO, EIBTM and EFCT, its mission is to improve the quality and accessibility of global research and data on the industry.

The purpose of the Academic Council of DOME is to provide research and other scholarly services to the DOME organization.

**Session B – Workshops (Venue: Picasso Room)**

Presenter: **Mr. Anthony Wong**  
*Asian Overland Services Tours & Travel*

Get the latest insights from the Chairman of the ICCA Asia-Pacific Chapter and ICCA workshop presenter Anthony Wong on how to improve your business by attending two special workshops.

**13:45 – 14:30 Developing Smart Alliances with Clients and Suppliers**

**14:40 – 15:20 Preparing Powerful Bids**

**15:20 – 15:45 Refreshment Break**

**Saturday – 30 August 2003**

15:45 – 17:00

**Concurrent Research Paper Sessions**

**Session V – Economic Impacts of Conventions & Exhibitions**

**(Venue: Monet A)**

*Session Chair: Lisa Robinson*

1. **Using Hotel Capacity to Estimate Direct Economic Impact: A Study of the 2003 Gasparilla Pirate Fest**  
*Mark A. Bonn, Mo Dai, Saad Ouahidi & John Townsend, Florida State University, United States*
2. **Linger Longer: How Business Visitors Can Be Encouraged to Extend Their Visits For Leisure Purposes**  
*Rob Davidson, University of Westminster, United Kingdom*
3. **Analyzing Hong Kong's Convention & Exhibition Industry**  
*Alda N.H. Wong, Donna Y.Y. Wong & Rob C.H. Law, The Hong Kong Polytechnic University, China*
4. **Gaming And MICE: Issue of Strategic Compatibility In The Context Of Macao**  
*Glenn James McCartney & Frances, Kong Weng Hang, Institute For Tourism Studies, Macao*

**Session VI – Information Technology and Legal Issues**

**(Venue: Monet B)**

*Session Chair: Gianna Moscardo*

1. **MICE, ICT & Local Economic Development: New Zealand Cases**  
*Chloe K. H. Lau, Simon Milne & Charles S. Johnston, Auckland University of Technology, New Zealand*
2. **Exploring Content And Design Factors Associated With Convention And Visitors Bureau Web Site Development: An Analysis Of Recognition By Meeting Managers**  
*Myounghee Ha & Curtis Love, University of Nevada, Las Vegas, United States*
3. **The Evolution Of Contract Clauses In The Meetings, Incentives, Conventions, And Exhibition Industry**  
*Pamela Powell, Law Offices of George Kuhn, United States & Je'Anna Abbott, University of Houston, United States*
4. **Public Liability Insurance: Its Impact On Australian Rural Festivals**  
*Charles Arcodia & Sue McKinnon, University of Queensland, Australia*

18:00

**Transfer from Summit Venue to Happy Valley Racecourse**

Busses for Happy Valley Racecourse will leave in front of the Main Entrance of the InterContinental Grand Stanford Hotel

18:30

**Summit Dinner at Happy Valley Racecourse**

Enjoy an evening of insights into the various facets of Hong Kong life at the famous Happy Valley Racecourse

## Program Schedule

### Sunday – 31 August 2003

08:15	Busses for the Hong Kong Convention & Exhibition Centre will leave in front of the Main Entrance of the InterContinental Grand Stanford Hotel
08:30 –	Registration (Venue: Foyer – Meeting Room 607)
09:00 – 09:45	Keynote (Venue: Meeting Room 607) <b>Prospects of Conventions &amp; Exhibitions in Shanghai</b> Speaker: <b>Mr. Wolfram Diener</b> General Manager, Shanghai New International Expo Centre
09:45 – 10:45	Research Paper Session <b>Session VII – Convention &amp; Exhibition Venue Issues</b> (Venue: Meeting Room 607) Session Chair: Je'Anna Abbott 1. UK Conference Delegates' Cognizance Of The Importance Of Venue Selection Attributes <i>Lisa S. Robinson, Leeds Metropolitan University &amp; Roger J. Callan, Manchester Metropolitan University, United Kingdom</i> 2. The Greening of Convention Venues <i>Thomas G. Bauer &amp; Lam Lai Na, Lina, The Hong Kong Polytechnic University, China</i> 3. China Convention And Exhibition Center Boom <i>Andrew L.K. Kay, The Hong Kong Polytechnic University, China</i>
10:45 – 11:15	Refreshment Break
11:15 – 12:30	Panel Session (Venue: Meeting Room 607) <b>Convention &amp; Exhibition Educators Panel</b> Chair: <b>Professor Kaye Chon</b> Chair Professor and Head School of Hotel & Tourism Management, The Hong Kong Polytechnic University Panelists: <b>Professor Patti Shock</b> Professor & Department Chair, Tourism & Convention Administration Department, University of Nevada, Las Vegas <b>Professor Leo Jago</b> Deputy CEO & Director of Research of CRC, Professor, Victoria University <b>Mr. Rob Davidson</b> Senior Lecturer, University of Westminster
12:30 – 14:00	Closing Luncheon (Venue: Meeting Room 608)
14:00 – 15:00	Optional Tour of the Hong Kong Convention & Exhibition Centre

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We would like to thank our sponsors for their generous support of the Convention & Expo Summit 2003.

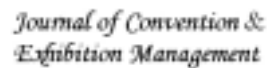
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