

**International Convention & Expo Summit
Hong Kong, China, 7-9 February 2006**

Tuesday – 7 February 2006

10:00	Registration (Venue: Pre-function area, Penthouse)
13:00 – 14:00	Opening Ceremony (Venue: Miramar Ballroom E – H)
	<p>Prof. Suleyman Semokan <i>Vice President (Academic Development), The Hong Kong Polytechnic University</i></p> <p>Ms. Eva Cheng <i>Commissioner for Tourism, Tourism Commission, The Government of Hong Kong SAR</i></p> <p>Ms. Clara Chong <i>Executive Director, Hong Kong Tourism Board</i></p> <p>Dr. Curtis Love <i>Associate Professor, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas</i></p> <p>Professor Kaye Chon <i>Summit Co-Chairman, Chair Professor & Head, School of Hotel & Tourism Management, The Hong Kong Polytechnic University</i></p> <p>Cultural Performance – Lion Dance</p>
14:00 – 15:15	Panel Session (Venue: Miramar Ballroom E – H) “Conventions & Exhibitions in Asia: Changes in and Challenges of a Global Competitive Environment”
	<p>Chair: Mr. Tony Tse, The Hong Kong Polytechnic University</p> <p>Panelists: Ms. Tina Chang <i>Secretary General, Taiwan Convention & Exhibition Association</i></p> <p>Mr. Wolfram N. Diener <i>Vice President of Convention and Exhibition, Venetian Macau Limited</i></p> <p>Mr. Hong-Seok Jin <i>Secretary General, Korea Convention Event Industry Association</i></p> <p>Mr. Cliff Wallace <i>Managing Director, Hong Kong Convention & Exhibition Centre (Management) Ltd.</i></p>
15:15 – 15:45	Refreshment Break (Venue: Pre-function area, Penthouse)
15:45 – 17:00	Research Paper Sessions
	Session I – Facility Issues (Venue: Function Room II, Basement 2)
	<p>Session Chair: Dr. Seyhmus Baloglu, University of Nevada, Las Vegas</p> <ul style="list-style-type: none"> ▪ Bringing the Bike Home. Hosting One Day of the 92nd Tour de France as a Marketing Tool to Position a New Exhibition Center in a Saturated Market <i>Gerd Schwandner, Karlsruhe University of Applied Sciences; Martin Wacker, Karlsruhe Trade Fairs GmbH; Sylvie Hertrich, Robert Schuman University & Gregor Neumann, Heidelberg University of Applied Sciences</i>

	<ul style="list-style-type: none"> ▪ The Consultation Process in the Design and Refurbishment of Conference Venues <i>Clare Arouche, Regents College & Rob Davidson, University of Westminster</i> ▪ The Identification of Research Needs for Managing Publicly Owned Facilities <i>Mark A. Bonn, Florida State University; Mo Dai, Bonn Marketing Research Group, Inc. & John P. Townsend</i>
	Session II – Development Issues (Venue: Function Room III, Basement 2)
	<p>Session Chair: Dr. Charles Arcodia, The University of Queensland</p> <ul style="list-style-type: none"> ▪ A Study on the Development Features and Countermeasures of MICE Industry in China: A Case of Changing Area in Shanghai <i>Yingzhi Guo, Fudan University; Kuo-Ching Wang, National Chiayi University; Hailin Qu, Oklahoma State University; and Samuel Seongseop Kim, Sejong University</i> ▪ Public Financing of Hotels in the United States <i>Robert R. Nelson, University of Delaware</i> ▪ <i>International Trade Show Organizers in China</i> <i>Andrew Kay & John Ap, The Hong Kong Polytechnic University</i> ▪ Planning and Development Issues for Convention Destination: The Case Study of the Gwangju Convention Center <i>Young-Sun Shin, Honam University</i>
18:00	Welcome Reception & Dinner (Venue: Miramar Ballroom A – D)

Wednesday – 8 February 2006

08:30	Registration (Venue: Pre-function area, Penthouse)
09:00 – 10:30	Panel Session (Venue: Miramar Ballroom E – G) “Impact of Special Events on Convention Activity”
	<p>Chair: Dr. Thomas Bauer, The Hong Kong Polytechnic University</p> <p>Panelists: Ms. Connie Cheng <i>Director, International Tourism Promotion Department, Shanghai Municipal Tourism Administrative Commission</i></p> <p>Mr. Baocai Fan <i>Project Manager, Sailing Committee (Qingdao), Beijing Organizing Committee for the Games of the XXIX Olympiad</i></p> <p>Dr. Seung-Jin Suh <i>Professor, Hallym University</i></p> <p>Mr. Anthony Wong <i>Group Managing Director, AOS Conventions & Events</i></p>
10:30 – 11:00	Refreshment Break (Venue: Pre-function area, Penthouse)

11:00 – 12:15	Research Paper Sessions Session III – Events Management (Venue: Function Room II & III, Basement 2)
	<p>Session Chair: Dr. Vivienne S. McCabe, University of South Australia</p> <ul style="list-style-type: none"> ▪ Linking Event Management with Education in the Arts <i>Charles Arcodia & Megan Axelsen, The University of Queensland</i> ▪ The Influence of Multiculturalism on the Development of Australian Festivals <i>Susan McKinnon, The University of Queensland</i> ▪ Too Old, Too Poor, Too Local": An Analysis of an Australian Cultural Festival <i>Garry Price, La Trobe University</i> ▪ The Event Industry: Understanding Key Challenges and Recognising Significant Trends <i>Charles Arcodia & Alexia Franzidis, The University of Queensland</i>
12:15 – 13:45	Luncheon (Venue: Miramar Ballroom A – D)
13:45 - 15:30	Industry and Academic Research Workshop
13:45 – 15:30	Session A – ICCA Workshop (Venue: Function Room II, Basement 2)
	<p>Presenter: Ms. Jane Vong Holmes <i>Regional Manager, Asia Pacific, International Congress & Convention Association, Asia Pacific Region Office</i></p>
14:30 - 15:30	Session B – Academic Research Workshop (Venue: Function Room III, Basement 2)
	<p>Presenters: Dr. JeAnna L. Abbott <i>Professor & Executive Director of NACE/ Catering Research Institute, The Conrad N. Hilton College of Hotel & Restaurant Management, University of Houston</i></p> <p>Dr. Charles Arcodia <i>Senior Lecturer, School of Tourism & Leisure Management, The University of Queensland</i></p> <p>Prof. Kaye Chon <i>Chair Professor & Head, School of Hotel & Tourism Management, The Hong Kong Polytechnic University</i></p>
15:30 – 16:00	Refreshment Break (Venue: Function Room II & III, Basement 2)
16:00 – 17:15	Research Paper Sessions Session IV - Meeting Management (Venue: Function Room II, Basement 2)
	<p>Session Chair: Dr. Robert R. Nelson, University of Delaware</p> <ul style="list-style-type: none"> ▪ Determinants of Association Convention Participation Decision-Making <i>Joanne Jung-Eun Yoo, Pacific Asia Travel Association & Kaye Chon, The Hong Kong Polytechnic University</i> ▪ Technology Support Desired from Hotels by Corporate Meeting Planners

	<p><i>Dan Cormany, Curtis Love & Seyhmus Baloglu, University of Nevada Las Vegas</i></p> <ul style="list-style-type: none"> ▪ The Satisfaction of the Foreign Participants toward the International Meeting in Thailand <i>Taweep Sirirassamee, The Thailand Research Fund</i>
18:00	Free Evening

Thursday – 9 February 2006

08:30	Registration (Venue: Pre-function area, Penthouse)
09:00 – 10:15	Panel Session (Venue: Miramar Ballroom E-G) “Convention & Exhibition Educators Panel”
	<p>Chair: Prof. Kaye Chon, The Hong Kong Polytechnic University</p> <p>Panelists: Prof. Amy Chan <i>Honorary Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University</i></p> <p>Dr. Yingzhi Guo <i>Associate Professor & Head of Faculty in Tourism Management, Tourism Department, Fudan University</i></p> <p>Dr. Aliana Leong <i>Associate Professor & Director of School of Continuing Studies, Macau University of Science and Technology</i></p> <p>Ms. Jane Vong Holmes <i>Regional Manager, Asia Pacific, International Congress & Convention Association, Asia Pacific Region Office</i></p>
10:15 – 10:45	Refreshment Break (Venue: Pre-function area, Penthouse)
10:45 – 12:00	Research Paper Sessions Session V (Venue: Function Room II & III, Basement 2)
	<p>Session Chair: Dr. Henry Tsai, The Hong Kong Polytechnic University</p> <ul style="list-style-type: none"> ▪ Strategies for Career Planning and Development in the Convention and Exhibition Industry: Results from an Australian Study <i>Vivienne S. McCabe, University of South Australia</i> ▪ The Impact of Human Resource Management on Company Success of the Convention and Exposition Industry in Hong Kong <i>Fanny Yuk Fun Young, Hong Kong Shue Yan College</i> ▪ Relationship Marketing in the Academic Conference: A Model of Conference Brand Equity <i>Jin-Soo Lee & Ki-Joon Back, Kansas State University</i> ▪ Networking and Partnerships in Destination Development and Management <i>Claudio Travaglini, University of Bologna</i>
12:00 – 13:30	Closing Luncheon (Venue: Miramar Ballroom A-D)