

## UFI-VMA Macau 2024

### Venue Management School Macau 2024 Agenda

2024-06-3, Monday, 3 June 2024		
08:20 - 08:30	<b>Opening</b> (VMA) Mr. Michael Brierley (UFI) Mr. Mark Cochrane Mr. Michael Brierley, Chief Executive of Venue Management Association and Mr. Mark Cochrane, Regional Manager of UFI Asia Pacific deliver welcome remarks.	
08:30 - 10:00	<b>Insights from managing a large venue in China</b> Mr. Michael Kruppe, CEO/General Manager at SNIEC- Shanghai New International Expo Centre	Adelson Advanced Education Centre
10:00 - 10:30	Tea break	
10:30 - 12:00	<b>Customer Care</b> Ms. Diane Chen, General Manager and Member of the Board at Shenyang New World EXPO	
12:00 - 13:30	Lunch	North
13:30 - 15:00	<b>Leadership for Venue Managers</b> Ms. Monica Lee-Müller, Managing Director HKCEC	Adelson Advanced Education Centre
15:00 - 15:30	Tea break	
15:30 - 17:00	<b>Event operations planning</b> Ms. Jessica Wong, Director of Venue Operations, HKCEC	
17:00 - 19:00	Welcome Reception and GED Activity	Location TBC
2024-06-4, Tuesday, 4 June 2024		
08:30 - 10:00	<b>Business Development Strategies</b> Mr. Alvin Wee, Assistant Director of Business Development, IMPACT Mueang Thong Thani	Adelson Advanced Education Centre
10:00 - 10:30	Tea break	
10:30 - 12:00	<b>Sustainability strategy for venues</b> Mr. Wuthichai Pete Suppermpong, Director of Sustainability, BHIRAJ BURI Group	
12:00 - 13:30	Lunch	Imperial Court
13:30 - 15:00	<b>Team building</b> Mr. Augustus Leung, AVP – Association and Conference Exhibition, MICE Sales at Galaxy Entertainment Group	Adelson Advanced Education Centre
15:00 - 15:30	Tea break	
15:30 - 17:00	<b>Venue Sales Strategy</b> Ms. Enid Low, Chief Strategy Officer, Asia World Expo	

2024-06-5, Wednesday, 5 June 2024

08:30 - 10:00	<b>Technology adoption for venues</b> Mr. Alan Wong, Senior Business Advisor, EventX	Adelson Advanced Education Centre
10:00 - 10:30	Tea break	
10:30 - 12:00	<b>TBC</b>	
12:00 - 14:00	Lunch	
14:00 - 15:00	Final Test	
15:00 - 15:30	Tea break and survey	
15:30 - 16:30	<b>Site tour TBC</b>	<b>Location TBC</b>
17:00 - 19:00	<b>Graduation Dinner</b> (Please wear formal attire for the certificate awarding ceremony and photo session.)	<b>Location TBC</b>