



CONVENTION PROMOTION FOUNDATION

มูลนิธิส่งเสริมการจัดประชุม

Convention Promotion Foundation (CPF)

The Convention Promotion Foundation is an extension of the existing Convention Promotion Fund. Registered on the 7th of May 2021.

Founded in 1999, the Convention Promotion fund is an initiative of members of TICA – Thailand Incentive and Convention Association which was founded in 1984 as a joint venture between the government and the private sector of MICE industry (meeting, incentives, conventions, exhibitions).

Rationale

International Convention is a high-quality segment of the travel business with multi-faceted benefits to the host destination. As Thailand has potential to become the regional center of international meeting-related events, there needs to be comprehensive dedicated efforts to attract and accommodate such events. Financial availability is an important factor to enable Local Host Committees to bid and manage the events successfully.

Objectives

- To promote marketing activities, which will lead to more international meetings, incentives, conventions, exhibitions coming to Thailand.
- To promote “Research and Development” and “Human Resource Development” within the MICE sphere.
- To assist and support local host committees in organising MICE events
- To coordinate cooperation between government and private agencies, and to act as a networking hub for the organising of MICE events.
- To provide advice and guidelines for the organisations related to meetings, incentives, conventions, and exhibitions.
- Facilitating education programmes and other programmes related to MICE that will benefit the public. Also generating public interest in MICE topics, and collaborating with similar organisations in carrying out activities for public benefit.
- Manage or collaborate with charity organisations for public welfare, organisations for public benefit, and other organisations for conducting activities beneficial to general public.
- The fund does not affiliate with politics.

Sources of the Fund

- Donations from Tourism Authority of Thailand and Thai Airways International
- Donations from Founding Members (72 companies, organisations or individuals)
- Fund raising projects organised by CPF members
- Matching fund sponsored by the Royal Thai Government through Tourism Authority of Thailand
- Contributions from fund recipients upon successful organisation of their events
- Contributions from suppliers benefiting from the events
- Other donations

Management

Convention Promotion Fund is managed by the Board of Trustees of 11 persons appointed by TICA Executive Committee who are elected at the TICA Annual General Meeting. The CPF committee's term of office is 2 years, and the members are:

- 1 TICA Vice President from the private sector
- 3 Chairpersons of TICA's Marketing, Membership & Public Relations and Capabilities Development Committees
- 1 Representative from Tourism Authority of Thailand
- 1 Representative from Thai Airways International
- 3 Gold Sponsor members
- 1 Founding member
- 1 Honorable person

The Board of Trustees are elected for the following executive positions:

- Chairperson
- Co-Chairperson
- Secretary General
- Treasurer
- Chairperson of the Fund Raising Project Sub-Committee
- Chairperson of the Project & Follow up Sub-Committee

Administration

All duties including implementation of policies, following up of funded projects and general administrative tasks are the responsibilities of TICA.

Application Guideline

Eligibility

The fund is granted to professional associations, non-profit societies or groups of persons who wish to be host of an international meeting event in Thailand which is expected to be attended by 300 participants or more. The applicant or the events must have support of a governmental or/and public organisation. The event should require not less than 6 months for preparations.

Procedure of Loan Application

Application Form

The application form must be completed in full online via the TICA website: www.tica.or.th (Link's Application Form) To ensure maximum benefit of donated funds, the loan is to be paid back for availability for future events. It is therefore in the best interest of CPF management and the applicant to support an ensured successful event.

Guideline of the Loan

The loan is granted for Preparation expenses of the events. A maximum amount of Baht 1,000,000 in total may be granted for an event and may be drawn in smaller amounts at a time, as and when the expenses are actually required.

Items of expenses which will be considered are:

Preparation:

- Marketing & Promotion. Printing of announcements and other materials, postage and advertisements and costs of publicity and promotion via Social Media channels.
- Creation, establishment and maintenance of an internet website and related matters.
- Administration. Cost of office rental, equipment rental/purchase, staff hire, deposit required by suppliers, etc.

For the loan, a detailed breakdown is requested to present each item of expense, timeframe when each item is required (reflecting amounts to be paid to respective suppliers). If possible, a preliminary draft of the budget of the conference will demonstrate the readiness and dedication of the applicant and will greatly help with the committee's decision.

Committee Consideration

CPF committee will hold a meeting to evaluate the application and may invite the applicant to the meeting if deemed necessary. The committee reserves the right to judge the application and make the decision as it considers most sound and correct. Decision of the committee is accepted as final. Also required is the Article of Incorporation or association by-laws of the applicant.

Loan Agreement

If the loan is approved, an agreement is requested to be signed by the president or an executive of an equivalent stature, and another senior member of the association who will thus become Guarantors of the loan. Payment will be remitted to the bank account in the name of the association or as agreed.

Management of Event

To ensure success, the event must be professionally managed. The applicant may appoint a professional management company, or if the event is to be organised on behalf of the Local Organising Committee by individuals with direct experience in managing international events, the applicant is requested to present related reference in this regard to the satisfaction of the committee.

- The event must subscribe to an insurance policy.
- Convention Promotion Foundation, shall assign experienced representative to become an observing member of the Host Organising Committee and provide guidance as appropriate.

Repayment

The loan is to be paid back in all entirety after completion of the event. A reasonable time frame, usually within 3 months after the event, is requested. Voluntary donation of funds from profitable events will assist in enhancing growth of the foundation which will benefit other hosts of future events in particular, and Thailand in general.

Report of Changes

The applicant shall give notice in writing if there is any change in any part of the descriptions in the application such as name of guarantor, etc.

Cancellation of Loan

The committee may cancel any loan previously approved or claim repayment of the loan previously granted if there has been any fraudulent descriptions within the loan application OR if any change has taken place in the descriptions in the application resulting in the amount of loan previously approved or granted is found to be inappropriate OR if any reasonable ground has been found to be inappropriate to grant the loan.

Special Request

- Consideration in utilising services of CPF members for the event wherever possible is requested. This is because fund donors who are industry suppliers also have an option to contribute additional funds from revenue generated from servicing the events.



Founder Sponsors

Thai Airways International PLC
Tourism Authority of Thailand

American Express (Thai) Co.,Ltd.
Boonrawd Brewery Co.,Ltd.
Thai Fuji Xerox Co.,Ltd.
Thailand Incentive & Convention Association

Bank of Thailand
Gems Gallery International Manufacturer Co.,Ltd.
Shangri-La Hotel Bangkok

Regent Cha-Am Hotel
Pacific World (Thailand) Ltd.

Amari Hotels & Resorts
Bangkok Bank
BITEC
Central Gems International
Central Grand Plaza and Bangkok convention Centre
Challenge Hotels & Resorts
Creative Destination Management
Destination Asia (Thailand)
Diethelm Travel
Grand Pacific Hotel
Imperial Hotels Group
Jim Thompson Thai Silk
Phuket Arcadia Hotel
Rose Garden Country Resort
Royal Cliff Beach Resort
Siam Express Co.,Ltd.
Turismo Thai Co.,Ltd.
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Club Andaman Beach Resort
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Melia Hua Hin
Novotel Bangkok
Pearl Village Hotel
Royal Garden Resort Group
Royal Phuket City Hotel
The Regent Bangkok
Tour East (T.E.T)



Thailand Incentive & Convention Association (TICA)

99/7 The Legacy Vipawadee Building, Ladprao Soi 8, Ladyao, Chatuchak, Bangkok 10900
Tel: 66 (0) 2938 6590-2 Fax: 66 (0) 2938 6594-5 E-mail: info@tica.or.th
Website: www.tica.or.th