

MEETING MINUTES

PATA THAILAND CHAPTER EXECUTIVE COMMITTEE
Monday 22nd December 2014, 10:00AM – 12:00PM
Centara Grand at CentralWorld

Present:

Ms. Ben Montgomery	Chairman Executive Committee
Mr. Luzi A. Matzig	Vice Chairman
M.L. Hathaijanok Kritakara	Hon. Secretary
Mr. Chotechuang Soorangura	Committee Member
Mr. Har van der Veen (Skype)	Chairman IT Committee
Mr. Justin Malcolm	Chairman Inbound Marketing Committee
Mr. Theodore Koumelis (Skype)	Chairman Membership Committee
Mr. Walter Jamieson	Committee Member
Mr. Navy Rasrisansuk	New PTC Secretariat
Ms. Pheereeya Anusonthi	PTC Secretariat
Ms. Rawewan Chanuanthong	PATA HQ – Intern

Excused:

Mr. Anoma Romyanan	Committee Member
Mr. Bob James	Treasurer
Mr. Nino E. Jotikasthira	Chairman Industry Relations Committee
Mr. Steve Ross	Chairman PR Committee
Ms. Urairatana Naothaworn	Advisor

Unexcused:

Mr. Ittirit Kinglek	Advisor
Dr. Jutamas Wisansing	Chairman Education Committee
Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Ms. Nittaya Hattasinyothin	Committee Member
Ms. Phornsiri Manoharn	Advisor
Mr. Siripakorn Cheawsamoot	Committee Member



The meeting started with self-introduction of each attendee.

The Chairman formally opened the meeting after the self-introduction and presented the agenda for the day and asked opinion from the attendees. Har and Theodore attended the meeting online via Skype.

The goal of this meeting is especially organized in order to brainstorm the strategic plan of PATA Chapter Thailand in 2015 and recruit new members to help the committees.

The session started from the setting vision standpoint for 2015 and action plan appointed in each committee. Then, the committees discussed on Industry Relations Committees Plan. The session ended with date appointment of next Excom meeting and first PATA Chapter event in 2015.

The brief strategic and action plans during the meeting are listed in Appendix (Page 5).

Topics

Topic 1: Mission and vision standpoint

Chairman asked for the ways to increase the benefit to the committees and members in the industry. Committee should grow and attract more new members by knowledge providing and networking. Therefore, vision of 2015 consists of membership retention, membership attention, education and community.

Topic 2: PATA Thailand Chapter Objective 2015

The committee discussed and made the guidelines of the plan. The 2015 Objectives is summarized in Appendix (Page 5)

Topic 3: PATA Thailand Chapter Committee Action Plan

The Excom arranged the flip chart of action plan for each committee. The overall plans for IT, Membership, Communication, and Education fields are discussed in Appendix (Page 5).

IT

The committee agreed to focus on website development. The website content should be up-to-date and downloadable. IT Committee agreed to collaborate with other committees i.e. Event committee to create an event and deliver IT knowledge to members.

Membership

Theodore suggested that the Membership committee needs to cooperate with the other committees and other alliances to deliver effective communication to attract more members. The committee will identify what is important for future members to address retention. For existing members, Membership committee will get in touch with existing members by offering valued services and using surveys.

PR/Communication

PR committee can support Education and Events Committee. Theodore suggested the plan of issuing a message or press release to members every month to update activities and provide information, reports, researches and surveys about tourism industry in Thailand.

Education

Walter and John mentioned about Educational providers which it is not be only the universities but the people who can build the community of educational providers to support educational engagement. The committee needs to develop policy/criteria to select program providers. The policy must indicate the roles and give a clear view to providers. The committee will work with Jan and will propose lists of some events and courses in 2015.

Topic 4: Industry Relations Committees Plan

The Committee agreed that Tourism Council of Thailand is the key group that PATA will keep contact. The key men of this plan are Chairman (TCT), Vice Chair (JFCCT), Nino (ATTA), M.L. Hathaijanok (Thais Elites) and Tony (TTAA). Moreover, the committee should ask for more partners from government organisations as well as private sectors and universities.

Other Businesses

- John will be responsible for Strategic Intelligence Plan. The Committees to work with John to produce insights.
- The communication among committees and members needs to be improved. The list of member contact needs to be updated and directed to top management level. The grouping of member contact needs to be corrected and separate groups, for example, putting DMC, tour operators, and travel agencies in separate section.

Actions Agreed Upon

- Every committee needs to send to draft plan circulated before next Excom meeting which will be held in Jan 14 2015.

Next meeting

- Excom meeting will be held in Jan 14 2015
- The first event of PATA Thailand Chapter event is marked in Feb 4 2015 in afternoon session from 1pm-4pm

Appendix

2015 Objectives

1. Add value to existing membership (retention)
2. Grow member base (acquisition)
3. Collaborate at Excom level (Action plans for all committees)
4. Re-launch website
5. PR focus one release every month
6. Stabilize secretariat
7. Strong event plan with ASEAN focus (Theme for 2015)
8. Education and training
9. Identify internal and external requirements for 2015

Action Plan

IT	Membership	PR/Communication	Education
<ul style="list-style-type: none">• Key website focus	<ul style="list-style-type: none">• Work with PR to identify content for members	<ul style="list-style-type: none">• Work with Chairs to develop content to push to members	<ul style="list-style-type: none">• Work with PR to identify contents for members
<ul style="list-style-type: none">• IT events	<ul style="list-style-type: none">• Utilize member survey to identify focus areas	<ul style="list-style-type: none">• One press/ member release per month	<ul style="list-style-type: none">• Student chapter
<ul style="list-style-type: none">• Work with PR to develop content for members	<ul style="list-style-type: none">• Student chapter (idea)	<ul style="list-style-type: none">• Collateral image	<ul style="list-style-type: none">• Scholarship
	<ul style="list-style-type: none">• Identify member plan	<ul style="list-style-type: none">• Social media management/ strategy	
	<ul style="list-style-type: none">• Engage via membership forum		

Industry Relations Committees Plan:

- Present PTC in other associations
- Joint collaboration opportunities with industry association groups
- Keep Excom informed about industry relations/activities