

BBH/EXE-EXE/2021/009

11th May 2021

Dear Secretariat,

Application for Board member of AIPC

My interest for the position of Board member of AIPC is based on the belief that the association can benefit from my work experience, background and special interest.

Educationally, I was educated in the U.K. throughout secondary school to Bachelor degree. During the 10 years away from home, I was a regular visitor to fairs across London throughout my undergraduate, sourcing for decorative collectibles – and this kicked start my interest in events industry. This further confirmed my passion as I took up the opportunity to work part time in Tourism Authority of Thailand, Marketing department (London office). My role was liaising buyers and helped out setting up pavilion in the World Travel Mart back then held in Earl's Court. Upon graduation in 2000, I joined family business – BITEC (opened in 1997), learning from scratch as Events co-ordinator, Operational functions and accompanied my parents in official meetings and networking functions. Gradually, I was assigned to set up Marketing division as I completed my MBA in my home town, and broader role which extended to Sales division. Proud achievements included expanding its lists of notable events of Trade Exhibitions into Thailand, winning bids of International Conventions and hatching Special events such as Concerts and Incentives, such as Fespa Asia, Congress of Neurology and FDI World Dental Contress. All of this was achieved by re-organising Sales team, Sales strategy, designing Sales incentives. Moreover, Operational excellence was also the key in helping to push the occupancy rate at up to almost 70% implementing quick turnaround time, and design competency development matrix and develop staff to meet such requirement. On the Corporate Social Responsibility side, I developed and chaired the committee in hosting BITEC Half Marathon since 2013 (8 years running event), working with the community to promote health and raising funds for Saijaithai Foundation under the Royal Patronage.

As a top leader in the organisation, notable milestones included restructuring of Business Units related to MICE back in 2014 and 2021, and lead the management team in the expansion of our facilities adding on 20,000sqm. of exhibit space totalling up to 70,000sqm., adding on 15 meeting rooms to total of 34 rooms. We have had to re-design internal process to enhance customer journey experience to cater to various type of consumer behaviour.

During my 15 years career span as a MICE professional, I have been active in contributing to the industry associations on the local level (TICA) and international level (UFI) as a member and also on the Board level. During this time, I took part in meetings and helping stakeholders grow through TICA Services committee (Education), assisting course development to uplift the skills of members. On the Global scale,

I have been honoured to be invited to speak on UFI and AIPC events. I was nominated to be in the UFI Board member by President's choice in 2017, as well as elected by my fellow Asia Pacific members to be Vice Chair on 2 terms running. With this, Special Interest Group was initiated for Asean Focus as I believe that best practice within our peers helps each other learn, grow and uplift standards.

My strategic skills have been challenged during the global pandemic crisis of Covid-19, our industry has been largely affected across board due to banned in global travels, social distancing measures and government protocol in lock downs. There is no doubt that physical presence benefits will continue to play major role in our events industry. Centres across the world, being city/state own or privately own, have to innovate for survival during such down time and pivot the way we position ourselves and how to operate upon recovery. As the management of the top few venues of the country, I focus my efforts on promoting long-term relationships among all stakeholders, via effective collaboration, win-win solutions, exchange of know-how, fair treatment to all parties and harmonised strategies towards the common goal of sustainable development of the industry.

I want to offer my diversity as a woman in leadership, a fine mixture of Western education and Asian culture, a theoretical foundation and practical hands-on experience and skills, which I hope to be advantageous to the AIPC community in serving as a Board member.

Yours sincerely,

Panittha Buri
Managing Director
Bhiraj Convention Centre, Thailand