

Revenue Management for Aviation Asia

Leveraging Revenue Management as a competitive weapon to increase profitability

Sheraton Grande Sukhumvit
Bangkok, Thailand

28th, 29th & 30th
November 2006

**"In business it is alright
to be modest. Except in
your ideas"**

Sir Richard Branson, Chairman of Virgin Group

Identify and seize the opportunities rising from the complex marketplace challenges, to optimise your business process and create value for the customer, whilst increasing your market share

Featuring Keynote Address:

Keynote Day One :

Dr. Peter Belobaba Principal Research Scientist
Massachusetts Institute of Technology -
International Center for Air Transportation



Special Guest Addresses:

Adam Adhitya Suherman President
Adam Air, Indonesia

Ato Girma Wake Chief Executive Officer
Ethiopian Airlines, Ethiopian

Welmer Blom Vice President Pricing & Revenue
Management
KLM, The Netherlands

Ali A Hamdany Director of Information Technology and
Corporate Projects
Air Arabia, United Arab Emirates

Damian Hickey Vice President
Amadeus Airline Business Group Asia Pacific

Shawn Gracias Revenue Integrity Consultant
Amadeus, Bangkok

Lars Sandstrom Director Strategic Pricing
Scandinavia Airlines, Scandinavia

Manish Dureja Head of Revenue Management
Jet Airways, India

Ratan Ratnakar General Manager Revenue Optimization
Kingfisher Airlines, India

Ajay Virmani President & Chief Executive Officer
Cargojet, Canada

Fred Kochak Director of Revenue Management
FLYBE, United Kingdom

Songsak Namwong Director, Corporate Product
Development Department
Thai Airways International Public Co Ltd, Thailand

Kelby G Woodard Principal
Trade Innovations Inc, United States of America

Gary Parker President
Revenue Management Training Group, Canada

Dieter Westermann Director Portfolio Management &
Innovations
Lufthansa Systems, Germany

Bernard Francis Senior General Manager Network &
Revenue Management
Malaysian Airlines, Malaysia
Winner of World Airline Award "Best Economy Class and No.
1 for 'Economy

Class Onboard Service Excellence' by Skytrax, UK"

Winner of 'Best Airline to Asia' by Travel Weekly, UK

Winner of 'Readers Digest Trusted Brand Platinum Award
2006' for the Airline Category
Surain Adyanthaya Senior
Vice President

PROS Revenue Management, United States of
America

Datuk Tony Fernandes Chief Executive Officer
Air Asia, Malaysia

Scot Hornick Director in Mercer's Aviation, Aerospace and
Defense Practice
Mercer Management Consulting

Senior Representative
NIIT India Ltd

Ben Vinod Chief Innovator & Vice President
Sabre Airline Solutions

Sushil Baguant Chief Business Support Executive
Air Mauritius, Mauritius

Senior Representative
Lufthansa Systems, Singapore

Juan Magez Senior Vice President, Revenue Management
Iberia Airlines, Spain

David Fei Chief Executive Officer
Air Macau, Macau

Udom Trantiprasongchai Chairman
Orient Thai Airlines, Thailand

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Supporting Publication



- 0830 **Registration and Morning Coffee**
- 0900 **Chairman's Opening Remarks**
- 0910 **Keynote Address: Revenue Management in a changing fare environment**
- Impacts of LCC's and simplified fares on RM
 - Revenue losses with traditional RM systems
 - Development of new RM models and capabilities
- Dr. Peter Belobaba** Principal Research Scientist
MIT International Center for Air Transportation
- 0950 **Plenary One: Reacting to market changes using Revenue Management strategies**
Gary Parker President
Revenue Management Training Group
- 1030 **Plenary Two – Case Study**
Embracing the power revenue business models by advancing on the Distribution Networks
Welmer Blom Vice President Pricing Revenue Management
KLM
- 1115 Morning Break
- 1130 **Plenary Three: Responding to price wars in a competitive market.**
Adam Suherman President
Adam Air
- 1210 **Plenary 4: RM strategies for restriction free pricing and rate parity: The best rate guarantee challenge**
Juan Magez Senior Vice President, Revenue Management
Iberia Airlines
- 1250 Lunch

Stream One**Passenger Revenue Management**

- 1400 **Chairman's Opening Remarks**
- 1410 **How to adapt RM to modern day business and accommodate factors such as 9/11, tsunami or terrorist attacks**
- Understanding the basic principles of successful RM
 - Explaining how pricing and RM is adapting to e Sales
 - Assuring your RM models work in various environments
- Manish Dureja** Head of Revenue Management
Jet Airways
- 1450 **Dynamic Pricing in Legacy & e-Distribution**
This presentation will focus on the functionality required to gain more yield and revenue, in order to react with flexible pricing strategies in a fast changing and competitive market like Europe, the Americas and Asia.
Dieter Westermann Director Portfolio Management & Innovations
Lufthansa Systems
- 1530 Afternoon refreshments
- 1600 **Expert Case Study**
Flying to win customer - MAS business turnaround experience
- The changes that are undertaken in Revenue Management practices under the Business Turnaround Plan
 - The challenges faced in changing the customer focus, products, inventory management and network configuration to fly profitably.
- Bernard Francis** Senior General Manager Networks & Revenue Management
Malaysian Airlines
- 1640 **Joint Case Study**
Revenue Integrity: the perfect complement to Revenue Management
Learn how Revenue Integrity processes apply to either segment based or O&D RM systems, reduce no shows by removing un-ticketed PNRs, and increase the quality of both the individual PNR and the entire PNR database
- Removing un-ticketed PNRs to smooth variability in no show factors
 - Increasing the quality of both the individual PNR and the entire PNR database
 - Illustrating the transparency of Revenue Integrity processes to either segment based or O&D RM systems
- Damian Hickey** Vice President
Amadeus Airline Business Group Asia Pacific
Shawn Gracias Revenue Integrity Consultant
Amadeus, Bangkok
- 1720 **Chairman's Closing Remarks**
- 1800 **End of day one**

Stream Two**Operation, Finance & Marketing**

- 1400 **Chairman's Opening Remarks**
- 1410 **Yesterdays revenue management is today's revenue optimisation**
- Revenue management alone doesn't create maximum performance. Today, revenue optimisation and driving GOPPAR are equally critical to your success.
 - Explaining what the difference is?
 - Understanding why attitude is everything!
 - The benefits of measuring it and witnessing it materialise before you
- 1450 **Increase revenue, cut costs, improve efficiency**
- Maximising revenue by introducing proven industry best practices
 - Identifying opportunities to increase efficiency
 - Implementing the system successfully
 - Impact on business model and competitive advantage
- 1530 Afternoon refreshments
- 1600 **How do you differentiate your brand in terms of price**
- See how customers perceive you in relation to your competition
 - Understand your customers' levels of satisfaction with your promotion, product, price, placement, and service (4PS)
 - Exploring life science brands through five personality traits: sincerity, excitement, competence, sophistication and ruggedness
 - Understand brand strength in terms of presence, relevance and performance
- 1640 **The importance of integrating RM into your sales and marketing processes**
- What is the link between revenue management and sales and marketing?
 - Understand how can you effectively combine pricing and marketing to produce a more coherent sales strategy
 - How does sales and marketing conflict with RM priorities?
 - What is the best way to ensure that your RM strategy determines marketing patterns and structures - and not the other way around?
- 1720 **Chairman's Closing Remarks**
- 1800 **End of day one**

Wednesday 29th November 2006

- 0830 **Registration and Morning Coffee**
- 0900 **Chairman's Opening Remarks**
- 0910 **Plenary One: Airport connectivity: The role of intergrators in the global supply chain**
Speaker to be advised
- 0950 **Plenary Two: Maximising online yields & revenue opportunities from airline websites**
Surain Adyanthaya Senior Vice President
PROS Revenue Management
- 1030 Morning Refreshments

Stream Three Cargo Revenue Management

- 1120 **Chairman's Opening Remarks**
- 1130 **Case Study**
Air Cargo Security: Optimizing policy and operations
- Understanding how new security policies are affecting revenue
 - Where is air cargo security now: Implementing air cargo security
 - The economic model of air cargo
- Sushil Baguant** Chief Buisness Support Executive
Air Mauritius
- 1210 **Maximise profitability throughout the cargo network**
- How logistic service providers can streamline its workflow
 - Reducing costs and improving customer service to enhance competitiveness
- 1300 Lunch
- 1400 **Designing and providing a fully accountable system to maintain and provide up to date revenue accounting.**
- Identifying unreported sales and variances
 - Automated revenue recovery to assist you
 - Elimination of redundant data entry
- 1440 **Maximising of capacity utilisation**
To operate profitably cargo carriers must be able to sucessfully integrate complex variables on a daily basis
- Maximising weight, volume and demand constraints on each leg
 - Supporting the strong growth surge in the cargo business
- Ajay Virmani** President & Chief Executive Officer
Cargojet
- 1520 **The positive and negative affect of global security requirements on revenue**
- New US TSA security regulations impact on aviation.
 - WCO security guidelines and the AEO concept
 - Security's potential impact on aviation operations
 - The market for 'risk averse' US importers
- Kelby G Woodard** Principal
Trade Innovations Inc
- 1600 Afternoon Break
- 1630 **Plenary 3: The Continuing Evolution of Revenue Management: Customer Centric Revenue Management**
- New sources of data provides airlines with the ability to get closer to the customer
 - Alternate segmentation beyond the traditional booking class is growing in significance
 - Calibration of customer willingness to pay based on price transparency and advances in modeling
 - Importance of consumer direct marketing - corporate programs and its influences
- Ben Vinod** Chief Innovator & Vice President
Sabre Airline Solutions
- 1710 **Plenary 4: Sustaining growth how can the infrastructure keep pace**
Ato Girma Wake Chief Executive Officer
Ethiopian Airlines
- 1800 **End of day two**

Stream Four Passenger Revenue Management

- 1120 **Chairman's Opening Remarks**
- 1130 **Moving beyond being "just low cost"**
Two years ago experts predicted imminent demise of the Low Cost Carrier. However, the nature of international and domestic aviation in Asia has changed irreversably. This is a result of the low cost concept, but also because of the effects of liberalisation of intenational market. The market place will be very different in the future, as airlines airports and governments adjust to the new environment.
- Udom Trantiprasongchai** Chairman
Orient Thai Airlines
- 1210 **Case Study**
Building a consumer centric strategy in a multi cultural environment
- Understanding how to adopt your systems strategy to suit the needs of your diverse consumer base
 - Maximising revenue using multi-sales channels
 - Information Technology as a tool for success
- Ali Al Hamdany** Director of Information Technology and Corporate Projects
Air Arabia
- 1300 Lunch
- 1400 **Making the right pricing decisions by understanding why your customers buy from you**
- Establishing the right target market for your business (leisure, corporate etc)
 - Understanding the need to fly - why and when
 - Assessing your customers choice of carriers
 - Evaluating the frequency of carriers
 - Redefining the reliability and safety of carriers
- Ratan Ratnakar** General Manager Revenue Optimisation
Kingfisher Airlines
- 1440 **Case Study**
Changes in Airline Pricing have great impact on Revenue Management and Distribution.
- Pricing structures yesterday and today
 - Demand for new Revenue Management Systems
 - Explaining how distribution needs to follow suit
 - What's next for RM?
- Lars Sandstrom** Director Pricing Strategies
Scandinavian Airlines
- 1520 **Combining revenue management & customer relationships to unlock profits from loyal customers**
- Dispelling the myth of loyalty and frequency
 - Offering prices without traditional fences/ restrictions and leveraging the Internet
 - Why loyalty goes beyond price, awards and rewards

- 0830 **Registration and Morning Coffee**
- 0900 **Chairman's Opening Remarks**
- 0910 **Plenary One: Understanding the risks and benefits of different RM alternatives**
- 0950 **Plenary Two – Case Study**
Simplifying the travel experience to minimize hassles giving more control to the passengers
Songsak Namwong Director, Corporate Product Development Department
Thai Airways International Public Co Ltd
- 1030 Morning Break
- 1100 **Plenary Three: Using innovative technologies to lower costs and improve performance**
- 1140 **Plenary Four: Developing and deploying effective RM policies and programmes that benefit a airline**

Workshop A**Passenger Revenue Management**

- 1410 **Best Practices Revenue Management**
 This workshop will guide the delegates through numerous tactics used in revenue management such as increasing profit margins, forecasting and optimizing more effectively, reducing costs further and becoming more competitive to name a few key topics.
Scot Hornick Director in Mercer's Aviation, Aerospace and Defense Practice
Mercer Management Consulting

- 1730 **Close Of Conference**

Workshop B**Cargo Revenue Management**

- 1410 **State-of-the-art forecasting and revenue optimisation**
 Advanced revenue management is essential to the cargo industry as airlines seek ways to maximise profit across the entire aircraft. Functionality includes dynamic economic evaluation of every shipment at time of request, and the system support short-term air-cargo sales pricing and ad hoc pricing decisions, mid-term capacity allocation, as well as real-time decision support performance and revenue reporting tools.
 Senior Representative
NIIT India Ltd

Who should attend

This Asia Pacific Event caters for a wide range of Senior Executives:

Primary Market

Presidents, Executive Vice Presidents, Vice Presidents, Directors, Senior Decision Makers and Heads of:

- Revenue Management
- Yield Management
- Pricing Strategy/ Pricing Optimisation/ Pricing Analyst
- Distribution
- Customer Relationship Managers
- Marketing
- Sales
- IT Support Staff for RM & Pricing Department
- Strategic Planning & Development
- Database Management/ Data Warehousing/ Data Mining
- New Business Development
- Financial Analysts

Secondary Market

Also applicable to:

- Aviation Consultants
- Aviation Associations
- Aviation Solution Providers

From the following areas:

- Legacy Airlines
- Regional Airlines
- Low Cost Carriers (LCC)
- Integrated Travel Agents
- Charter Flights
- Tour Operators

Key Issues and Topics:

- **Obtaining** an update on all the technical developments in Aviation and obtain insights into the very latest applications that are driving the market forward
- **Allowing** decision makers, to uncover and retain the key to optimal revenue growth
- **Discovering** how much an intergrated, interdisciplinary approach to revenue management will boost your bottom line
- **Listening**, see, meet and exchange views with those who are leading the way in revenue management and experience firsthand the benefits of networking
- **Finding** out how Revenue Management has revolutionised the performance of the European and North American travel industry and which Asian companies are benefiting today
- **Learning** how revenue management can be applied through all your distribution partners and how you manage prices across multiple channels
- **Seeing** how demand forecasting can now be lucratively applied across all sectors of Asian & Pacific Travel industry
- **Hearing** about actual-life business models and the factors determining their success

Why you cannot miss this event?

As the industry starts making the long awaited strategic shift from simple survival to positive growth, new challenges continue to emerge. As the products, services and content that we offer become more complex, so too will the relationships between them and with all the other members of the value chain, including the customer.

Airlines have two possible responses to these changes. They can either sit still and, as the competition heats up around them, get slowly cooked alive like the proverbial lobster. Alternatively, they can use their current semi dominant position in the value chain to extract the maximum value from all customers, available to them and begin to compete more aggressively and proactively for a share of their customer's mindset, loyalty and revenues.

This regional conference will bring together industry aviation experts from the field of revenue management to network and joint forces in sharing their experiences, ideas and problems. You will also gain insights into different areas of revenue management from multilateral organizations.

Acknowledgement

I would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the telecommunication industry from Asia-Pacific and around the world who have contributed to and supported the inaugural **marcus evans** regional AS-TP083 event. I would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. I personally look forward to meeting you all and working with you at our future regional events planned in 2006.

See you in November!

Brian Pereira

Conference Producer

About the Workshop Sponsor

Mercer Management Consulting's aviation, aerospace & defense practice works with OEMs, commercial passenger and cargo carriers, MROs, other service providers, and government entities to develop and implement business growth strategies, improve operational efficiencies, and maximize organizational effectiveness. Mercer has successfully completed hundreds of engagements for aviation/aerospace industry clients over the past five years, and has consulted to nearly three quarters of the Fortune 500 firms in these sectors. Mercer's aviation, aerospace & defense practice serves the industry worldwide with consultants based in North America, Europe, and Asia.

About the Gold Sponsors

PROS is the world's leader in pricing and revenue optimization solutions and the pioneer and dominant provider of revenue optimization to the travel and transportation industry. PROS is the world's leader in pricing and revenue optimization solutions with over 250 deployed solutions across 12 major industries, optimizing millions of pricing decisions every day. PROS has more than 110 clients in 39 countries. PROS' clients include 17 of the top 25 carriers in the airline industry.

The PROS mission is to maximize the revenue of each client using PROS' industry-leading revenue optimization science, enterprise profit optimization, and pricing optimization solutions. PROS' clients report annual incremental revenue increases of 6-8% as a result of demand forecasting and revenue optimization. PROS' solutions forecast demand, optimize inventory, and provide dynamic pricing optimization to maximize revenue.

To learn more about pricing and revenue management, please visit our website: <http://www.prosrm.com>.

Sabre Airline Solutions, a Sabre Holdings company, is the world's largest provider of products and services to help airlines market, sell, serve and operate from planning to execution.

More than 200 airlines use its broad portfolio of decision-support tools to increase revenues and improve operations, while more than 500 use its leading operational technology. More than 100 airlines rely on Sabre Airline Solutions for passenger management solutions, while a similar number have turned to the company's consulting group for strategic, commercial and operational advice.

Lufthansa Systems is a wholly owned subsidiary of the Lufthansa Group with headquarters in Kelsterbach, Germany. It has 4,550 employees at several sites in Germany and offices in 17 other countries. This makes it one of the world's leading IT providers for the airline and aviation industries.

Lufthansa Systems is a systems integrator with one of the most modern data centers in Europe. The company covers the entire spectrum of IT services, from consultation, through the development and implementation of applications, to reliable 24-hour operations. Based on years of project experience, a deep understanding of aviation processes, and extensive technological expertise, Lufthansa Systems is continually expanding its range of cross-industry offers. The company offers its technology and infrastructure services to firms which place equally high demands on their IT as regards quality, data security and availability.

As an international IT service provider, Lufthansa Systems is focused on the continual expansion of its activities around the world. The company has a global presence and a sales structure which is oriented on its international target markets. Local points of contact ensure short response times and a close proximity to customers.

Comprehensive range of offers for all airline business processes, Lufthansa Systems develops individual applications and ensures their integration in complex IT platforms. The company provides continual IT support to its customers, from the development of systems, to their introduction, operation and maintenance in the Lufthansa Systems data center. The company's portfolio consists of services which cover all of an airline's business processes, including passenger and cargo services, flight operations, and aircraft maintenance and repair.

The Lufthansa Systems product portfolio is oriented on the various demands of different airline business models. Network airlines, regional airlines and low-cost carriers are all offered packages of solutions which are tailored to their individual needs.

About the Silver Sponsor

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT, point-of-sale and data solutions to help its customers adapt, grow and succeed in the fast-changing travel industry. Solutions are grouped in four solution categories - Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting. Within the Business Management solution category, Amadeus offers Revenue Integrity solutions that uplift airlines' capacity to firm flights and to ensure they are filling planes with paying customers. This ultimately enables the airlines to improve yield, forecasting and load factors.

About the Exhibitor Sponsor

Resource and Revenue Management Pty Ltd is a revenue management consultancy based in Sydney, Australia. Our Aviator system is renowned for being easy to use and to have the required flexibility to control flights effectively under virtually all circumstances. As a consequence, all flights can be optimised automatically to provide maximum benefit

Since 2001 **QL2 Software** has been a leading provider of competitive price collection services for airlines. Currently, over 60 airlines all over the world use QL2's Airfare Information Service (AIS).

AIS is designed for pricing and yield analysts to automatically retrieve competitor airfares and related fare information from carrier and agency sites. AIS is an on-line service accessed over the Internet. There is no hardware to buy or software to install.

With AIS, the analyst is in control. On a secure Web site - the QL2 Client Center - the analyst enters O&Ds, dates, and other shopping criteria into a Market Collection. AIS does the rest, sending you an email when your shopping is complete with a link directly to a report of airfares, fees and taxes, itinerary information, fare basis codes, and rules (optional) meeting the criteria of your shopping list.

The data collected by AIS can be downloaded by the user in a variety of formats and analyzed using popular analysis tools or can be manipulated on-line using the AIS Analytics Module. Also, interfaces are available for automatic loading of the data into pricing or revenue management systems.

Live demonstrations of AIS can be viewed at the QL2 stand at the Revenue Management for Aviation Asia conference to be held November 28th through 30th in Bangkok, Thailand.

Revenue Management for Aviation Asia

AS-TP083 Please write in BLOCK LETTERS

Sales Contract

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Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

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Fees

- 3 days Conference & Masterclass** @ USD2395.00
- Conference** @ USD1995.00
- Masterclass** @ USD695.00
- Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price.
- Online Documentation** - USD595. You will be provided a username and password to access the documentation online

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Thailand to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Pre-event Details

After receiving payment a receipt will be issued. You will receive an information pack 6 weeks prior to the event outlining joining details. Should you require further assistance, please contact **Ms Kasturi Iyavoo** on Tel: +603 2723 6791.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **John Karras** on (603) 2723 6600 or e-mail johnk@marcusevanski.com.

 conferences

Register Now

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Contact Sales at **marcus evans**

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Date: 28th, 29th & 30th November 2006

Venue: Sheraton Grande Sukhumvit,
Bangkok

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza

34 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia

Accommodation

To reserve a room at the conference venue, please contact:

Sheraton Grande Sukhumvit

250, Sukhumvit Road, Bangkok 10110, Thailand

Tel: +66 2649 8888

Fax: +66 2649 8000

E-mail: grande.sukhumvit@luxurycollection.com

Website: www.sheratongrandesukhumvit.com

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Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in Pounds Sterling.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.

4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

5. Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls maybe recorded.

6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.

7. Governing law: This Agreement shall be governed and construed in accordance with the law of Thailand and the parties submit to the exclusive jurisdiction of the Thai Courts in Thailand. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.