

Attn: SBF Members



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Building Resilience in the Tourism Sector

Date: 18 August 2010 Time: 1.30 – 5.00pm

Venue: SBF Seminar Room 1 (22nd Floor, Keppel Towers)

Fee per pax (incl GST): **Complimentary** (SBF & Supporting Organization Members) **\$37.45** (Non Members)

Introduction

In April 2010, Singapore achieved a 20.4% growth in visitor arrivals. This is the highest figure ever recorded for the month of April. It also marks the fifth consecutive month of record visitor arrivals. Singapore Tourism Board (STB) attributes this growth in visitor arrivals to the continued improvement in Singapore's economic climate.

In the same month, gazette hotel room revenues is estimated at S\$158 million; representing an increase of 36.5% compared with the previous year. Also, average occupancy rates of the economy-tier reported the largest growth of 16.7 percentage points over last year.

Singapore owes its current success to not only the appeal of the country, but also to the "safeness" and "assurance" that visitors will be well-looked after.

To ensure the sustainability of this resilient image that we portray to the rest of the world, **Authors Consulting** along with the **Singapore Business Federation** has put together a seminar to shed light on how Business Continuity Management can aid the Tourism industry to function in adversity and stand strong in unexpected scenarios.

Programme Schedule

1.30pm – 1.55pm	Registration
2.00pm – 2.10pm	Opening Address Mr. Robert Khoo, CEO, National Association of Travel Agents Singapore (NATAS).
2.10pm – 2.40pm	National BCM Programme Mr. Touw June Wah, Deputy Director (BCM), Singapore Business Federation.
2.40pm – 3.10pm	Importance of Embedding BCM Culture Mr. Henry Ee, Director, BCP Asia.
3.10pm – 3.30pm	Tea Break/Refreshments
3.30pm – 4.00pm	Case Study: A Deeper Look Mr. Nathaniel Forbes, Director, Forbes Calamity Prevention.
4.00pm – 4.30pm	A practical approach to BCM Mr. Japhire Gopi, Director, Authors Consulting.
4.30pm – 5.00pm	Q&A

Supporting Organisation:



Administrative Details

- Please mail this registration form together with a cheque to SBF (10, Hoe Chiang Road, # 22 – 01, Keppel Towers, Singapore 089315). Cheque should be made payable to "Singapore Business Federation". Please indicate the **Ref No.**, **company name** and **participant's name** at the back of the cheque.
- Confirmation of your registration (i.e. Confirmation stamp on this flyer from SBF) will be faxed to your company upon receipt of full payment. Please present the confirmation for admission to seminar room.
- We regret that no refund will be made for cancellation or non – attendance but a replacement is allowed. Full fees will be charged for cancellation or non – attendance.
- SBF reserves the right to make any amendments and/or changes to the programme, venue, speaker and/or topics if warranted by circumstances beyond SBF's control

NOTE: As a precautionary measure, our advice is for members who are unwell not to attend the session.

<p>Ref No: ENTP 136/150710/07W REGISTRATION FORM - Attn: MR/ Celest (Closing date: 11 August 2010, 12 nn) Fax: 6734 0610 / 6827 6801</p>	<p>For Official Use</p>
<p>Name (Mr/Ms): _____ Design: _____</p> <p>Tel: _____ Fax: _____ Email: _____</p> <p>Company: _____ SBF Mbrship No: _____</p> <p>Address (Non Mbr): _____</p>	<p>Serial No:</p>