



**WA
TER
ME
LON
CAMP**

亞太會展

人才培育營

August

15 Mon - **17** Wed

2016 Taiwan

Come To Get Inspired, Design a Touching Event

成就你的活動魂

What's Meeting Design?

**Meeting Design is not about getting attendees to right location,
it is about getting into their Minds.**

Almost everything around us has been designed, either products or services.

But we have meetings, helped by an agenda, the clock and an intelligent Chairperson and we use speakers, panel discussions and conference apps.

But, be honest, “do meetings work well?” Meeting Design is nothing more than a structured process to get better meeting programmes, to obtain better outcomes.

The meeting designer begins by listening carefully to the Meeting Owner, the person with the budget and the expectations for the meeting. Then, the Designer interviews future participants, analyses the meeting's content, and assesses the organisation's strategy.

With that input, the designer starts to cook up a better meeting, producing a Design. The Design takes the form of a script which explains how the meeting's content is processed by whom and in which formats.



What Will You Do in Watermelon Camp?



Meeting Design

- *Mike van der Vijver*, founder of Meeting Design will share his professional courses .
- In order to ensure the courses quality, foreign teachers will entirely teach in English.



Team Collaboration

- Students from Asian countries will use hands and brain both with “practical experience” in order to maximize creative output in a short period of time.



Implement and Network

- There will be 25 different companies of different countries who will listen to the camp's members. The exchanges between both parties can be a job's opportunity.



MICE certification

- The Watermelon Camp allows you to apply for the MICE (*Meetings, Incentives, Conferencing, Exhibitions*) exam thanks to the knowledge that you will acquire.

What Will You Do in Watermelon Camp?

Monday, August 15

Let Passion Boost You

保持熱情 - 從太陽回來的人

Hsing-Ho Chen, Former Performer of Cirque du Soleil

Why Do We Need Meetings

人們為什麼要開會

Han Chiang, Director, Asia Concentrate Corporation

Meeting Design

會議設計

Mike van der Vijver, Co-funder, mindmeeting

Add-on Story

故事接龍

Even Tsai, Coach

Tuesday, August 16

Grouping

團隊的力量

Even Tsai, Coach

Your City in Foreigners Eyes

目的地行銷

Johannes Steinicke, Manager, Uniplan Group

Meetings begins before Attending

場地？議程？會議開始在進場前

Pairry Chiang, Director of Board, CACE association

Technology Makes The New Era

跨領域學習：虛擬實境

Raymond Pao, Vice President of VR, HTC

Set Up A Tent

一起搭帳篷

Even Tsai, Coach

Wednesday, August 17

Group Show Time

成果發表會

Match Luncheon

千里馬尋伯樂午餐會

Sharing Time

分享與點評

∴ 外師全英文授課
European Speakers, English Only

∴ 其餘課程中文授課
The rest are Taiwan Speakers, Mandarin only

Who Will Share Knowledge in Watermelon Camp?



MIKE VAN DER VIJVER

- Co-founder of *MindMeeting* which specializes in the design of effective meeting programs for international organizations since 2003
- Author of “*Into the hearts of Meetings*” which is the first book ever on Meeting Design, a new profession that has taken shape over the 10 years.
- He was designated **Annual Meeting Designer** by ICCA (International Conference and Convention Association).

Who Will Share Knowledge in Watermelon Camp?

HSING-HO CHEN



- Previously one of the four Taiwanese performers of the prestigious Cirque du Soleil
- Starting from a young age of 17, Hsing-Ho has his mind set to join the group and through much perseverance, his goal was fulfilled ten years later.
- He was invited to speak at TED x Taipei where he shares his story on how he finds his place on the biggest stage

Who Will Share Knowledge in Watermelon Camp?



JOHANNES STEINICKE

- Project Manager of Uniplan Group - INTERCON & Kaohsiung Exhibition Center (KEC).
- Lecturer at universities and colleges and obtained international certification CEM.
- He promotes on behalf of the Group of Taiwan the his marketing experience in Europe.

Who Will Share Knowledge in Watermelon Camp?

RAYMOND PAO

- **Special assistant to CEO at HTC** and currently responsible for VR development in the company
- Involved with the first Windows Phone project



Who Will Share Knowledge in Watermelon Camp?



HAN CHIANG

- At the center of event management and hospitality for over 10 years.
- Founder of Taiwan's only Conferences consultants company
- Focus on creating unique conferences activities.

Who Will Share Knowledge in Watermelon Camp?

EVEN TSAI

- With over ten years in the Destination Management industry and international conference.
- Specialization in the design and implementation of events, activities, tours, program logistics.
- Designed fun interactive games to stimulate innovative thinking and to overturn the traditional thinking.



TESTIMONIAL OF PREVIOUS STUDENTS

HELENE ARDVIDSSON, General Manager Scandic Hotels Sweden

“Attending this course has really given me a lot of **new angles** and **inspiration** on how to improve my own meetings.”

JULIA FLEIDL, Project Manager International Events For MED-EL Medical Electronics, Bulgaria

“The meeting Design course provides professionals with tools how to **add value** to their meetings and how to develop an **exceptional meeting** concept that meets the expectations of the host.”

ILKA DZEIK, Former Head of Meetings for Symantec, Germany

“The training was the perfect mix of **theory** and **practice** with quite challenging group exercises in **real world scenarios** which really had an impact on the way we will approach events in future. With Mike we had a very **experienced expert** and **mind-set changer** and learned a lot about **maximizing meeting effectiveness** by better activating the bodies and souls who are present.”

LARRI LEONE, Marketing Director of ASM Team, Italy

“The course is a **strong** and **deep** experience! Now I have got new sharp tools to deal with projects, both when designing events from the start and when it comes to give a little **powerful tweak** to a meeting already structured. Thanks Eric.”

To join the Watermelon Camp,
it is suggested but not required

- ❑ aged 18 - 35 years old
- ❑ Interested in event planning or project management
- ❑ Fluent in oral English and Mandarin



- ❑ Casual



- ❑ Any cancellation can be accepted **7 calendar days** before the camp and NTD 500 will be charged; **NO refund** for any cancellation within 7 days before the camp or after camp started.
- ❑ If this camp must be cancelled due to weather, the refund amount will be an average of total registration deducting the paid expense.
- ❑ The organization reserves the right to modify the details of the activities without prior notice.
- ❑ Please follow the instruction of the camp facilitators. This camp is not responsible of any accidents caused by participant negligence.



Come to get inspired, Design a touching event!



<http://goo.gl/mwZd5o>