

T.I.C. CONNECTS

TOGETHER, EVERYTHING IS POSSIBLE.



Hello Everyone,

I want to thank each one of you for your constant support and warm wishes that helps T.I.C. achieve greater heights. It is indeed your love and encouragement that we have successfully completed 23 years and stepped into our 24th year of existence. April being our foundation month is a very important month for us as an organization when we pledge to offer our best services which will take the industry by storm.

Moreover, we just organized one of the most power-packed events in the country in the form of TATA T1 Prima Racing Championship Season 2 at Buddh International Circuit in the month of March. The event was cheered by close to 50,000 spectators and had outstanding performances by various celebrities. I am deeply indebted for your love and support which truly is T.I.C.'s driving force to achieve improved goals in the future.

Happy reading!

Gaurav Dhall

Managing Director- T.I.C.

What's Trending?

NFC or Near field communication is a technology that delivers timely and relevant messages at your conference or event to your event attendees, based on the proximity of attendees with the NFC-enabled devices like smart phones or tablets. Chips can also activate NFC tech in attendees' wristbands or badges.

NFC not only makes things easier for you as an event planner or host, but also offers a variety of benefits to event attendees. It can facilitate automatic social media posting. Attendees can easily get information about exhibitors, during presentations. Attendees can access digital content about the particular event via their smart phones. Use cashless payment for meals and free drink tickets from special event promotions, etc.



What's New at T.I.C.?

Recently T.I.C. executed a 'Meet and Greet' followed by activations in Pune for Kings XI Punjab. The idea was to plan and execute an activity that could generate more fan following for KXI Punjab and create awareness about the team in particular. The event was a huge success. T.I.C. did similar conferences last year as well in multiple cities.



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The Right Elements to Ensure Event's Success

The first element of a successful event is effective promotion. It can be done through email invitations, automated online event registration or additional integrated marketing efforts such as direct mailers, outbound phone calls and an informative event web site.

Email invitations are the most economical event marketing method and undoubtedly drive more attendance for planners than any other marketing medium. Eye-catching graphics and effective subject lines help in gaining more popularity. Properly bundling emailed event invitations with an online event registration and payment-processing system dramatically increases attendance numbers and reduce manual data entry. Post event data analysis on over 75,000 events shows that planners can achieve up to three times the standard response rate after implementing integrated email marketing, direct mail and outbound calling campaigns.

The World's Talking About

Arabian Travel Market 2015
4th - 7th May 2015 at Dubai

ATM is the most popular annual travel and tourism event in the region. Designed to unlock the business potential within the Middle East for inbound and outbound tourism professionals, ATM has been held annually at the Dubai World Trade Centre for 19 years and counting. With over 2,500 exhibitors, and 15,000 meetings set at the 2014 event, ATM is the region's premier travel trade forum and exhibition. ATM is expected to register an increase of 30% from last year.



T.I.C. in Media



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