

# VIETNAM International Education Week

HO CHI MINH CITY, HANOI & DA NANG

6<sup>th</sup> - 14<sup>th</sup> October 2019

## EXHIBITOR MANUAL

Dear Exhibitor,

This manual has been designed to help you make the final preparations for your participation in **The Global Education Fairs & Workshops in Vietnam** as successful as possible and to book any additional services you may require.

You will be able to enter all your institution information and book your hotels, seminars, panel printing and translators (if required) via the [BMI Exhibitor Information System \(EIS\)](#).

**Please be aware that 26<sup>th</sup> September is the final day for submitting information in the EIS.**

If you have any questions or require any special assistance, please do not hesitate to contact us.

Samir Zaveri  
President & CEO

### IMPORTANT INFORMATION

The Vietnamese Ministry of Education and Training (MOET) will present a seminar to all Institutions interested in working with them. This will be a 20-minute information session on becoming a recognised supplier and learning about the support it gives to students interested in studying abroad as well as essential knowledge on their workings. The seminar will take place at 11am on the 13th of October in the Melia Hanoi Hotel ballroom. This will be followed by a 10 minute Q & A Session.

### ORGANISER AND CONTACT INFORMATION

**BMI Head Office - UK (London):** Elizabeth House, 54-58 High Street, Edgware, HA8 7EJ, UK.

Telephone: +44 208 952 1392

Email: [nitesh@bmiglobaled.com](mailto:nitesh@bmiglobaled.com)

Organiser:



Global Sponsor:



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**BỘ GIÁO DỤC VÀ ĐÀO TẠO**  
MINISTRY OF EDUCATION AND TRAINING

**BỘ GIÁO DỤC VÀ ĐÀO TẠO**  
**CỤC HỢP TÁC QUỐC TẾ**  
International Cooperation Department



Supporter:



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# 1. EVENT GENERAL INFORMATION

## TRAVEL INFORMATION

**Currency:** The currency of Vietnam is the Dong (VND). Please visit [www.xe.com](http://www.xe.com) to see up-to-date exchange rate information.

**Visa:** Exhibitors are advised to check the latest visa requirements for traveling to Vietnam with the embassy or consulate in their home country. If you require a visa invitation letter, please send an email to [nitesh@bmiglobaled.com](mailto:nitesh@bmiglobaled.com) with the name of your institution, full name of the participant/s (as per the passport), job title, and passport number of the participant(s).

**Airport Pickup:** BMI does **NOT** offer pick up services. If you require airport pick up, please contact the official hotels directly. Hotel information is on page 4 of this manual.

## THE EXHIBITOR INFORMATION SYSTEM (EIS)

The **EIS** is the BMI online Exhibitor Information System where you, as an exhibitor, can enter online all the information we require to help make your participation as successful as possible.

In the **EIS**, you will be able to:

- Download the latest copy of the Exhibitor Manual
- Enter your institution's profile for entry into the Official Catalogue which is given to each visitor.
- Enter your logo, the type of courses, languages and areas your school offers - this information will be displayed on your profile on the official event website ([vietnam.globaleducationfairs.net/en/](http://vietnam.globaleducationfairs.net/en/)).
- Tell us the flag and the name you would like displayed above your stand, on the fascia board.
- Order a translator or stand assistant to help at your stand or request a seminar.
- Order full colour panel printing for your stand.
- Book an advertisement in the show catalogue which is given out to all visitors in every fair city.
- Make hotel reservations at preferential discounted rates in each fair city.
- Download shipping labels and provide us tracking information for your shipment.
- If you do not wish to use the BMI Smart Scan on your mobile or tablet device, you can order a hand-held scanner to be used at each fair.

Please complete each online section in the EIS by 26 September 2019.

## HOTEL BOOKING

Full information about the official hotel and rates are on the next page. However, you must make hotel reservations for all hotels via the **EIS**. Any changes to your reservation, including cancellations, **will only be accepted 30 days prior to your scheduled arrival and submitted via email**.

We have block booked rooms in each hotel and the earliest date for booking and check out can be found on the hotel bookings page of the EIS. Please contact the event project manager ([nitesh@bmiglobaled.com](mailto:nitesh@bmiglobaled.com)) to make the reservation outside of our special blocked dates.

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are subject to availability. Cancellations will only be accepted up to the cancellation date shown in the EIS.

If you are not staying in one of the official hotels, please enter your hotel and contact number in case of emergency in the EIS. This can be added on the hotel page.

## ADDITIONAL NIGHTS

- Hotel bookings via the EIS are at the specially negotiated block booked rate for the specific periods below.
- For all other dates, please contact the event project manager: [nitesh@bmiglobaled.com](mailto:nitesh@bmiglobaled.com).
- When calling the hotels, it's important to mention that you are part of the BMI group.

## OFFICIAL HOTELS, VENUES AND TIMETABLE

EVENT DATE AND TIME	VENUE	HOTEL ACCOMMODATION
<b>VIETNAM INTERNATIONAL SCHOOLS FORUM &amp; WORKSHOP</b> <b>HO CHI MINH CITY</b> Sunday 6 <sup>th</sup> & Monday 7 <sup>th</sup> Oct 2019 Networking Cocktail 19.00-20:30 (Sun 6 <sup>th</sup> ) Workshop: 07:30-18:00 (Mon 7 <sup>th</sup> )	<b>Sofitel Saigon Plaza</b> 17 Lê Duẩn Boulevard, District 1, Hồ Chí Minh City 070000, Vietnam Tel: +84 28 3824 1555  Room: Diamond Ballroom	<b>Sofitel Saigon Plaza</b> 17 Lê Duẩn Boulevard, District 1, Hồ Chí Minh City 070000, Vietnam Tel: +84 28 3824 1555  SINGLE OCCUPANCY: USD 180 DOUBLE OCCUPANCY: USD 195
<b>BMI AGENT WORKSHOP ASIA</b> <b>HO CHI MINH CITY</b> Tuesday 8 <sup>th</sup> & Wednesday 9 <sup>th</sup> Oct 2019 Workshop: 11:30 to 18:00 (first day) Workshop: 9:00 to 17:00 (second day) Networking Cocktail: Tue 8 <sup>th</sup> Oct, from 19:30-21:00		
<b>VIETNAM GLOBAL EDUCATION FAIR</b> <b>HO CHI MINH CITY</b> Friday 11 <sup>th</sup> & Saturday 12 <sup>th</sup> Oct 2019 Event Time: 14:30 to 18:00 Set Up: 12:00 to 14:30	<b>Riverside Palace</b> 360D Bến Vân Đồn, Phường 1, Quận 4, Hồ Chí Minh City, Vietnam Tel: +84 28 6256 8888  Room: Nile & Volga	SINGLE OCCUPANCY: USD 180 DOUBLE OCCUPANCY: USD 195
<b>VIETNAM GLOBAL BOARDING &amp; HIGH SCHOOL FAIR</b> <b>HO CHI MINH CITY</b> Saturday 12 <sup>th</sup> October 2019 Event Time: 14:30 to 18:00 Set Up: 12:00 to 14:30		
<b>VIETNAM GLOBAL EDUCATION FAIR</b> <b>HANOI</b> Sunday 13 <sup>th</sup> October 2019 Event Time: 14:30 to 18:00 Set Up: 12:00 to 14:30	<b>Melia Hanoi</b> 44 Lý Thường Kiệt, Trần Hưng Đạo, Hanoi 001235, Vietnam Tel: +84 24 3934 3343  Room: Grand Ballroom	<b>Melia Hanoi</b> 44 Lý Thường Kiệt, Trần Hưng Đạo, Hanoi 001235, Vietnam Tel: +84 24 3934 3343  SINGLE OCCUPANCY: USD 161 DOUBLE: USD 175
<b>VIETNAM GLOBAL BOARDING &amp; HIGH SCHOOL FAIR</b> <b>HANOI</b> Sunday 13 <sup>th</sup> October 2019 Event Time: 14:30 to 18:00 Set Up: 12:00 to 14:30		
<b>VIETNAM GLOBAL EDUCATION FAIR</b> <b>DA NANG</b> Monday 14 <sup>th</sup> October 2019 Event Time: 14:30 to 18:00 Set Up: 12:00 to 14:30	<b>Hilton Da Nang</b> 50 Bach Dang, Hai Chau District, Da Nang, Vietnam Tel: +84 236 387 4000  Room: Grand Ballroom	<b>Hilton Da Nang</b> 50 Bach Dang, Hai Chau District, Da Nang, Vietnam Tel: +84 236 387 4000  SINGLE OCCUPANCY: USD 125 DOUBLE: USD 145

\*Rooms in all hotels must be paid to BMI directly. BMI will charge your stay to the credit card provided in the EIS.

All rates include breakfast, taxes and fees.

## 2. OPTIONAL SERVICES

**Translators / Stand Assistants:** Translators have proved very popular especially for institutions that do not have personnel who speak the local languages. They are also invaluable for institutions only sending one person, as you will have an extra person to help during the peak periods and allow staff to take breaks without missing potential enquiries. Bilingual students can be arranged at a rate of USD 130 for 1-day event, USD 260 for 2-day event. If you are interested in ordering a translator, please order through the **EIS (Extra Services Section)**.

**AV Equipment Rental:** All AV services must be ordered directly with the venue or hotel where the event takes place.

**Internet:** Internet is included in all venues and the username and password for the Wi-Fi network will be provided before the start of the event. Please note that only one connection per stand will be allowed to avoid overloading the Wi-Fi network.

## 3. BRANDING YOUR INSTITUTION

**Seminars:** The 25-minute seminars present institutions with a unique opportunity to promote their programs to a mass audience. They are designed to inform the students, parents and executives about the institutions, courses and countries represented at the fairs. The following items are provided: a laptop, projector and screen, microphone and speakers in the seminar room. All seminars can be ordered using the **EIS (Extra Services Section)** and are subject to availability. The price for hosting a seminar is USD 250 for 1-day event, USD 350 for 2-day event.

**Catalogue Advertising:** A catalogue is distributed to all pre-registered guests and visitors to the fairs, and widely promoted in our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, which will give greater impact to your presence at the fairs and will continue to promote your institution after the event. If you want to book advertising in the catalogue, please do it through the **EIS (Required Information Section)**.

Your advertising material should be sent in PDF Format, High Resolution 300 dpi, before **10<sup>th</sup> September**. (Please add a 5mm bleed and crop marks).

SPACE	PRICE	SIZE
Half Page	USD 1,200	21 cm (w) x 14.85 cm (h)
Full Page	USD 1,900	A4 - 21 cm (w) x 29.7 cm (h)
Inside Front or Back Cover	USD 3,500	A4 - 21 cm (w) x 29.7 cm (h)
Inside Back Cover	USD 2,900	A4 - 21 cm (w) x 29.7 cm (h)

## 4. EQUIPMENT PROVIDED

### STAND CONSTRUCTION

**Equipment provided:** Each stand will be supplied with 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board above each stand. Corner stands will be open to the aisles with fascia overhead on the front of stand only. If you require additional furniture or fascia, please email us and we will contact the stand construction company and obtain a price for any additional items required. Please remember to bring a travel adaptor and/or plug converter as we don't provide them.

Unless it is a corner stand, your stand comes fully fitted with 2 side walls and a back wall. For further information and a layout diagram of the stand, please [click here](#).

**Panels:** Low-tack double-sided tape or similar may be used but must be removed by exhibitors at the end of the exhibition. Duct tape is not allowed and under no circumstances must anything be nailed, screwed, glued or painted onto the panels or metal framework of the stand. **All damages will be charged to the exhibitor.**

All stands must be clean and ready 30 minutes before the opening of each event. No packing materials or goods will be allowed inside the hall after that time. **Please keep in mind that panels are 0.95m wide x 2.40m tall.**

### FULL COLOUR GRAPHICS FOR YOUR STAND

You may have seen many institutions at recent fairs decorate their stands with full colour graphics printed directly on to the stands. This not only looks very attractive and attracts many more visitors to the stand but also avoids the need to carry or ship display material and spending time decorating the stand.

International institutions usually ship expensive stand displays or bring them to Asia. Normally, they do not know local suppliers who often do not speak the language and who cannot issue proper receipts or accept payment only in local currency.

BMI has negotiated with suppliers in each city so that you may take advantage of having full colour printed panels so that your stand is ready when you arrive. The cost for the panel printing is USD 130 for 1-day event, USD 160 for 2-day event. This service can be ordered using the **EIS**.

### GENERAL DATA PROTECTION REGULATION (GDPR) AND THE BMI SMART SCAN APP

Lead management and particularly the contact information you collect at education fairs are crucial components of any student recruitment campaign.

**The BMI SmartScan App** allows you to collect detailed student information in real time. With one touch, you will access the name and full contact details of the student, as well as key information including which course and country the student is interested in and when they plan to begin their course abroad. You will also be able to add comments and rate the lead. Your database will be ready for follow-up the moment you walk out of the fair doors.

A limited number of pocket-sized Visitor Data Scanners will also be available to institutions on a first-come-first-served basis. If you are interested in ordering a scanner, this can be done on the Optional Services tab of the EIS. The scanners cost USD 90 for 1-day event, USD 170 for 2-day event.

By collecting a student's data via the **BMI Smart Scan App**, your institution will be receiving all information provided by that specific student in the registration form which they complete before entering the fair. The fair registration form and the process is fully GDPR compliant.

All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow-up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair and on the visitor badge they receive at the entrance to the fair. If they do not wish to share their data, they should not allow you to scan their badge.

Once the student information is collected via the **BMI Smart Scan App**, your institution may use this data for fair and reasonable follow-up after the fair. However, for ongoing generic marketing communications, your institution must obtain explicit consent from the student as per GDPR data processing compliance rules and regulations.

By using the BMI Smart Scan App your organisation commits to act responsibly, treat this information under GDPR data processing guidelines and exonerates BMI for any misuse or data breaches that may occur from your follow up, or for future marketing communication sent to visitors you have scanned at the event.

The privacy policy for the fair can be found [here](#). A few weeks prior to the event you will receive a document with full instructions on how to download and use the app.

## REGULATIONS

**Cleaning and storage:** Aisles and stands will be cleaned daily.

**Insurance:** Whilst we take every precaution to protect your property during the event, we are not responsible for any loss or damage and we recommend that you arrange insurance cover for your travel and participation. You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition, you should protect your expenditure against abandonment and cancellation or curtailment of the event due to reasons beyond our control.

**Security:** Every reasonable precaution is taken to ensure the safety and security of personnel and equipment. The premises will be locked overnight, but we cannot accept responsibility whatsoever for any injury, loss or damage or any consequential losses which befall your personnel or their property. BMI recommends that valuables, particularly of a portable nature, are not left unattended on your stand.



## 5. SHIPPING INFORMATION

**BMI highly recommend** the services of Air Concepts, which is used by many educational institutions for shipping of materials to international exhibitions worldwide. Air Concepts will pick up and ensure that your material is delivered direct to the fair venue. Please contact Air Concepts directly for rates and further instructions.

### AIR CONCEPTS USA

Address: 645 SE Central Parkway, 34994 - Stuart, FL – USA. Contact: Dina Colantrello or Jen Greer.  
Tel: +1 772 219 2525 Email: [dina@airconceptsusa.com](mailto:dina@airconceptsusa.com) / [jen@airconceptsusa.com](mailto:jen@airconceptsusa.com)

You may also use one of the following three methods to ship material to Vietnam:

1. We urge all exhibitors to bring all (or as much as possible) of their display and handout material with them when they travel to Vietnam.
2. Exhibitors having representative partners in Vietnam may wish to ship material directly to the representative. Please fill in the “Shipper’s PreAlert Form” on the Air Concepts website for [Vietnam](#).
3. You may ship material direct to each city following the instructions below through DHL, Federal Express, UPS or any other major air courier company. **WE DO NOT RECOMMEND TNT or a local MAIL SERVICE.** Please ensure that the air courier company you use has an official representative in Vietnam and that you have their local contact details.

### GENERAL INFORMATION

If you are not using AIR CONCEPTS, please note:

1. All boxes should arrive at least 10 days before each fair at the delivery address provided on the [labels form](#)
2. The delivery address details and shipping labels for each city can be found in the **EIS Shipping/Tracking section**
3. You must input all the information on how you shipped your material along with the airway tracking numbers into the EIS system. If you do this, we will be able to track your boxes and immediately alert you if there is a problem with the delivery.
4. The deadline for sending your tracking numbers and shipping information is **8<sup>th</sup> September**.
5. If we don’t have the tracking numbers in the EIS by this date, we will not be able to track your shipping and you will need to contact your shipping provider directly to trace any late or missing packages. BMI staff will not be able to help you on the day of the fair

**It is essential you agree to pre-pay any taxes or duty which may become due, or your packages maybe stuck in customs. If you do not follow the above recommendations exactly as explained, your material may be held up in customs, sent back, lost, or destroyed.**

It is essential that **the person who is travelling to Vietnam carries a copy of all the following** information:

1. Courier/airway bill/tracking numbers for each box you have shipped.
2. How many boxes were sent, and to which city.
3. Full contact details of the local handling/courier company in Vietnam, and in your home country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in Vietnam.
4. We also suggest carrying a digital PDF of your material in case of any delay to your shipment, so we may be able to help you getting it printed locally.

### DIRECT SHIPMENT / AIR COURIER OPTIONS

If you prefer to send your materials through a courier company of your choice, **please carefully follow the instructions below when shipping material to Vietnam.** Their customs are extremely strict, and it is very important that goods be correctly sent. Please ensure your material is sent to the address in the shipping label.

INSTRUCTIONS	RULES
Each shipment (consignment) should not exceed the <b>total weight of:</b>	<b>10 kg</b>
No box can exceed the <b>weight of:</b>	<b>2 kg</b>
Be sure that your <b>shipping company</b> is aware that your institution is paying for the shipment and <b>no money will be required on delivery.</b>	✓
All shipments must read: <b>“Publication of no commercial value, for free distribution”</b> on the content section of the airway bill.  If you are shipping brochures please make sure you do not write in the proforma invoice, that you are shipping books, but <b>brochures of no commercial value.</b>	Please include the translation: <b>Ấn phẩm không nhằm mục đích thương mại và phát hành miễn phí</b>
Do not ship display materials or any terms which are not printed matters like <u>shirts, pens, etc.</u>	✓
<b>Airway Bill</b> should be accompanied by a <b>Proforma Invoice</b> , which states the content and a value for customs. The value <b>should not exceed an overall sum per shipment of:</b>	<b>USD 30</b>

INSTRUCTIONS	RULES
On the airway bill, the section: <b>duties</b> and <b>taxes</b> must be marked to indicate that these charges (if applied by customs) will be paid by the <b>Sender</b> .	✓
Send the material for <b>each city</b> to the person and addresses indicated on the <a href="#">labels form</a> available in the EIS. All materials will be placed on your booth. Each box must <b>clearly indicate</b> :	<ul style="list-style-type: none"> <li>• <b>Institution Name</b></li> <li>• <b>BMI Global Education Fair Vietnam</b></li> <li>• <b>Vietnam International Schools Forum and Workshop</b></li> <li>• <b>BMI Agent Workshop</b></li> </ul>
Each shipment must be sent on a <b>door-to-door</b> basis with taxes and fees paid by the sender (if applicable).	✓
Allow <b>2-3 days between each shipment</b> as it may be treated as one shipment and will therefore put you over the <b>limit of weight</b> .	✓

## ADDRESSES FOR SHIPPING

If you are sending material for your participation in the fairs, you will be able to download the shipping labels with the information of the venue where you must send your material. You can also download the labels by clicking [here](#). Please use the pre-addressed labels provided.

**IF YOU ARE PARTICIPATING IN MORE THAN ONE EVENT IN VIETNAM, IT IS ESSENTIAL THAT YOU SEND IT TO THE CORRECT LOCATION INDICATED BELOW FOR EACH EVENT. ALL BOXES MUST BE CLEARLY MARKED WITH THE NAME OF THE EVENT.**

If you are not using Air Concepts as your shipping company, the addresses for shipping are listed below:

**Please enter your tracking information in the EIS. This will help us track your shipment and help you in case it gets lost or stuck in customs. Without this information, we will not be able to monitor the shipments for you.**

### HO CHI MINH CITY

*(Vietnam International Schools Forum & Workshop 7 October, BMI Agent Workshop Asia 8-9 October)*

ATT: Mr. Thuan Bui, **Sofitel Saigon Plaza**, 17 Lê Duẩn Boulevard, District 1, Hồ Chí Minh City 070000, Vietnam.  
Tel: +84 28 3824 1555 (ext. 7005)

### HO CHI MINH CITY

*(BMI Global Education Fair 11-12 October & Global Boarding & High School Fair 12 October)*

ATT: Mr. Lê Trung Hải, 5B65 - Chung cư Sky Garden 2 - Phú Mỹ Hưng - đường Nguyễn Văn Linh - phường Tân Phong - quận - Thành phố Hồ Chí Minh, Vietnam. Tel: +84 903 870 848

## HANOI

*(BMI Global Education Fairs 13 October, Global Boarding & High School Fair 13 October)*

ATT: Le Minh Ngoe, **Melia Hanoi**, 44 Lý Thường Kiệt, Trần Hưng Đạo, Hanoi 001235, Vietnam.  
Tel: +84 24 3934 3343

## DA NANG

*(Vietnam Global Education Fair 14 October)*

ATT: Mr Nhung Dang, **Hilton Da Nang**, 50 Bach Dang, Hai Chau District, Da Nang, Vietnam.  
Tel: +84 236 387 4000 (ext: 6016)

## 6. PRINTING IN VIETNAM

You may choose to print your material in Vietnam and have it ready on your stand when you arrive. BMI currently translates and prints brochures for over 80 international institutions. Printing in Vietnam with BMI will help you make savings in shipping costs and avoid any customs problems or taxes.

If you are interested in printing locally, please fill out the form to request this service through the EIS, in the Printing Service section, with the following information:

- Paper weight (in gsm)
- Paper Type (gloss, matt, bond etc.)
- Quantity required
- Delivery (how many copies per city)

We will then get back to you with a quotation or to request any additional information.

**The deadline for this service is 10<sup>th</sup> September.**

## 7. PRESS AND PR CAMPAIGN

An extensive press and public relations campaign will be conducted for the event in addition to the print, web and direct marketing campaigns.

We would welcome information on any of the following subjects:

- Any new courses that you will be promoting
- Details of courses that are unique to you
- Any special promotions/discounts you may have during the fair
- Names of any famous past or present students
- Anything else you would like the media to know or that you feel may be of interest

To submit information, please complete the online [form](#) with the above information by **6<sup>th</sup> September.**

**Therefore, we are offering you the opportunity to receive extra promotion prior to the events in the media, at no extra charge. This will then be added to our event media pack and we may contact you for additional information.**



# VIETNAM INTERNATIONAL SCHOOLS FORUM & WORKSHOP

## WORKSHOP FORMAT AND SETUP

Each participating institution is provided with a table and one chair. You may decorate your table as you wish but standing or portable displays next to or behind your stand are strictly prohibited during the workshop.

**SECOND PARTICIPANT:** Unless you have booked space for two participants, your registration only entitles one person to participate in the workshop. A second participant may participate with a second schedule or with the first participant on the same schedule subject to payment of the appropriate fee.

**ONLINE SCHEDULING SYSTEM (MARCOM CONNECT):** The online system should be used to schedule all workshop appointments. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will receive your login and password for the Marcom eSchedule appointment system on **5<sup>th</sup> September** to allow you to check and update your profile and familiarise yourself with the system. You will be able to start scheduling meetings from **16<sup>th</sup> September** but please keep in mind that the Marcom eSchedule system will close on **5<sup>th</sup> October**. After that date, you will only be able to request/book additional appointments at the workshop at the BMI desk. Appointments must not be booked directly with other participants.

**INTERNET:** Free Internet is provided in the workshop room for all participants. The login and password will be supplied at the venue. Extension cords will be available but remember to bring a travel adaptor or plug converter.

## NETWORKING COCKTAIL

There will be a cocktail reception on **6<sup>th</sup> October**, the night before the Workshop. The networking cocktail will begin at 7pm at the Sofitel Saigon Plaza and is designed to help facilitate networking in a relaxed environment.

If you wish to invite a guest or colleague that is not registered to participate in the workshop, there is an additional cost of USD 50 per guest payable in advance.

## VIETNAM INTERNATIONAL SCHOOLS FORUM & WORKSHOP AGENDA

<b>Sunday 6<sup>th</sup> October</b>	
19:00 - 19:15	Registration and Badge Collection
19:15 - 20:30	Networking Cocktail
<b>Monday 7<sup>th</sup> October</b>	
<b>07:30 - 08:00</b>	<b>Counsellors Registration</b>
08:00 - 08:50	Seminar 1
09:00 - 10:55	Individual Meetings x4
11:00 - 11:15	<b>Refreshment Break</b>
11:15 - 13:10	Individual Meetings x4
<b>13:10 - 14:00</b>	<b>Networking Lunch</b>
14:00 - 14:50	Seminar 2
15:15 - 16:55	Individual Meetings x4
<b>16:55 - 17:00</b>	<b>Refreshment Break</b>
17:00 - 17:50	Seminar 3
<b>18:00</b>	<b>Workshop Ends</b>

\*This program is subject to change.



## BMI Agent Workshop

### ASIA

The official hotel and venue for the BMI Agent Workshop Asia will be the Sofitel Saigon Plaza. All meetings will be held in the Diamond Ballroom on **8<sup>th</sup>** and **9<sup>th</sup> October**.

#### WORKSHOP FORMAT AND SETUP

As a participating institution, you are entitled to have one schedule of appointments unless you have registered for a second schedule. You may decorate your table in any way you wish but standing or portable displays are strictly prohibited during the workshop.

**SECOND PARTICIPANT:** Unless you have booked space for two participants, your registration only entitles one person to participate in the workshop. Second participant can be booked in the EIS.

**ONLINE SCHEDULING SYSTEM (MARCOM CONNECT):** The online system should be used to schedule all workshop appointments. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will receive your login and password for the Marcom eSchedule appointment system on **9<sup>th</sup> September** to allow you to check and update your profile and familiarise yourself with the system. You will be able to start scheduling meetings from **16<sup>th</sup> September** but please keep in mind that the Marcom eSchedule system will close on **7<sup>th</sup> October**. After that date, you will only be able to request/book additional appointments at the workshop at the BMI desk. Appointments must not be booked directly with other participants.

**INTERNET:** Free Internet is provided in the Workshop venue for all participants. The login and password will be supplied at the venue. Extension cords will be available but remember to bring a travel adaptor or plug converter.

#### NETWORKING COCKTAIL

There will be a cocktail reception on **8<sup>th</sup> October**, the first evening of the Workshop. The networking cocktail will begin at 7pm at the Sofitel Saigon Plaza and is designed to help facilitate networking in a relaxed environment.

If you wish to invite a guest or colleague that is not registered to participate in the workshop, there is an additional cost of USD 50 per guest.

## AGENT WORKSHOP AGENDA

Tuesday 8 <sup>th</sup> October	
TIME	PROGRAM
11:30 - 12:30	Participants Registration (collect badge, handbook etc.)
12:30 - 13:30	Buffet Lunch at Mezz Restaurant
13:30 - 15:25	Workshop meetings (4 appointments of 25 minutes each)
15:25 - 15:40	Refreshment Break
15:40 - 17:35	Workshop meetings (4 appointments of 25 minutes each)
18:00	Ballroom closes for the day
19:30 - 21:00	Networking Cocktail
Wednesday 9 <sup>th</sup> October	
TIME	PROGRAM
07:00 - 08:55	Breakfast
09:00 - 10:25	Workshop meetings (3 appointments of 25 minutes each)
10:30 - 10:45	Refreshment Break
10:45 - 12:10	Workshop meetings (3 appointments of 25 minutes each)
12:15 - 13:55	Buffet Lunch at Mezz Restaurant
14:00 - 15:25	Workshop meetings (3 appointments of 25 minutes each)
15:30 - 15:45	Refreshment Break
15:45 - 16:40	Workshop meetings (4 appointments of 25 minutes each)
17:00	Workshop Ends

\*This program is subject to change.