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The launch of the latest online campaign MEET IN THE VILLAGE

2016-10-04 Editor 0 Comment

The launch of the latest online campaign MEET IN THE VILLAGE #Bestcompanyoutingever

Monday October 3, 2016 at The Ballroom, Queen Sirikit National Convention Center(QSNCC)

Thailand Convention and Exhibition Bureau (TCEB), together with Tourism Authority of Thailand, Industrial Estate Authority of Thailand, Bank for Agriculture and Agricultural Co-operatives, Bangkok Airways, Thai AirAsia, N.C.C. Management & Development Co.,Ltd. Dhipaya Insurance Public Company Limited, Mono Broadcast Co., Ltd. and Village to the World, will launch the latest online campaign to promote company outings and CSR trips to

local communities for large corporates and organizations under the campaign, "Meet in the Village #bestcompanyoutingever". The campaign is aiming to generate sustainable income to local communities as a part of Thailand Strategic Transformation.



Mr. Nopparat Maythavekulchai, President of Thailand Convention & Exhibition Bureau(TCEB) said, "As a part of Strategic Transformation to promote meeting and incentive trips in local communities, TCEB has partnered with Tourism Authority of Thailand to launch the online campaign to promote 10 villages under the name, "Meet in the Village #bestcompanyoutingever".This campaign is supported by both the public and private sectors, social enterprises, as well as 5 leading

universities: Bangkok University, Assumption



University, Sripatum University, Rangsit University and Dhurakij Pundit University. The campaign's objective is to encourage corporates to organize a company outing and CSR trip in the village in order to generate sustainable income to the village."

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The launch of the latest online campaign MEET IN THE VILLAGE

Ms. Sarita Chintakanond Director, Information Technology of Thailand Convention & Exhibition Bureau (TCEB), noted that "It's an honor for the Meet in the Village campaign to have 10 executives from various organizations to be a CEO Village Ambassador for each village by joining hands with team of university students to promote the local community. Ten teams include:



Mr. Nopparat Maythaveekulchai



Ms. Sarita Chintakanond

V1: TeamBaan Ku Ka Sing from Roi-et province, led by Mr. Yuthasak Supasorn, Governor of Tourism Authority of Thailand as a CEO Village Ambassador, together with Sripatum University.





V2: TeamBaan Tam Suea homestay from Phetchaburi province, led by Mr. Nopparat Maythaveekulchai, President of Thailand Convention & Exhibition Bureau (TCEB) as a CEO Village Ambassador together with Bangkok University.



V3: TeamBaan Rai Kong King from Chiang Mai province, led by Mr. Tassapon Bijleveld, Chief Executive Officer as a CEO Village Ambassador together with Bangkok University.



V4: TeamBaan RimKlong homestay from Samut Songkhram province, led by Dr.Somporn Suebthawilkul, Managing Director of Dhipaya Insurance Public Company Limited as a CEO Village Ambassador together with Bangkok University.



2016-10-04 Editor

The launch of the la

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V5: Team Mueang Kao Sukhothai Village from Sukhothai province, led by Capt.Puttipong Prasarttong-Osoth, President of Bangkok Airways as a CEO Village Ambassador together with Bangkok University.



V6: Team Phra Bat HuayTom Village from Lamphun province, led by Mr. Verapong Chaiperm, Governor of Industrial Estate Authority of Thailand as a CEO Village Ambassador together with Assumption university.





V7: Team Koh-Lone Ra-Wai from Phuket province, led by Mr. Apirom Sukprasert, Senior Executive Vice President of Bank for Agriculture and Agricultural Co- operatives as a CEO Village Ambassador together with Sripatum University.



V8: Team Phuthai Khok-kong Village from Kalasin province, led by Mr. Sakchai Pattarapreechakul, President of N.C.C. Management Group as a CEO Village Ambassador together with Sripatum university.



V9: Team Lee-Led Village from Surat Thani province, led by Mr. Nawamin Prasopnet, Managing Director of Mass Broadcast Company Limited as a CEO Village Ambassador together with Dhurakij Pundit university.

Monio Broadcast Company Limited as a CEO Village Ambassador together with Dhurakij Pundit University.



V10: Team Baan Dongyen Village from Suphanburi province, led by Gen. Wuttinun Leelayudth, Chief Advisor of Village to the world project as a CEO Village Ambassador together with Rangsit University.



Ms. Sarita Chintakanond added, "A mission of this marketing campaign is to have CEO Village Ambassador and university student teams create awareness and promote the village through online channels, such as Blogs, YouTube, Facebook, and Instagram through 25 October 2016. The winning team is the one who can generate the highest number of views, likes and shares. Prizes are:

- Grand Prize: THB 100,000 and Trophy

- 1st Runner Up: THB 70,000 and Trophy
- 2nd Runner Up: THB 50,000 and Trophy
- Complimentary awards: THB 10,000 and certificates of recognition



Any corporates who are interested in organizing a company outing and CSR trip, please visit www.meetinthevillage.com or email meetinthevillage@gmail.com