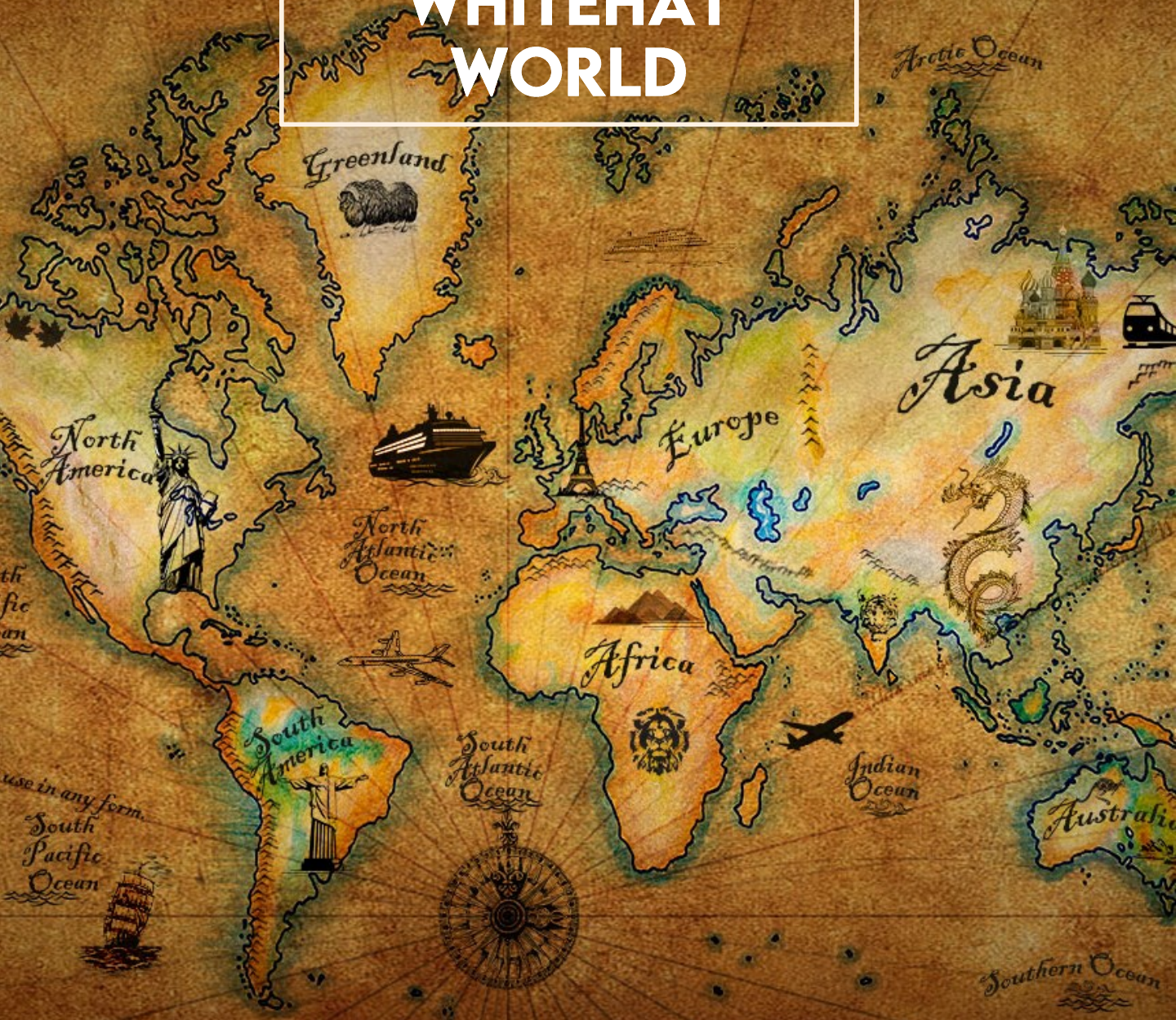


WELCOME TO THE WHITEHAT WORLD



"No spot on Earth is more than forty flying hours from your local airport."
Let's bring the world together.



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www.whitehatmedia.net



NEW OR NOTHING

WHITEHAT MEDIA (WHM) is a new age broadcast company primarily focussed on tourism and healthcare and intends to help service providers in client mining and expand their footprints. With a dynamic leadership specialised in healthcare, tourism, print and electronic media production, digital and social media expertise and last but not the least business management, the mission of WHM is to become a decisive force and game-changer in the strategic media promotion landscape.

For every unique project, the action plan generates from a clean whiteboard meant to design a brand-new idea for creating a signature output. The sole objective of WHM for every project is to strategise a plan that is out-of-the-box yet hits the bull's eye.

Beyond tourism, thanks to our in-house industry expert with deep-stick knowledge in healthcare industry, and related media activity experience, the target audience is understood well by us. Our management team has not only produced over 1,000+ episodes of travel, medical and wellness related television programmes, but has also conducted international level medical webinars involving global hospitals and top doctors. In continuation, we have WHO-certified Covid-19 public health management specialist who is also certified by the Quality Council of India on safety & hygiene. The healthcare specialist in the management team who is also the recipient of full credits at the Harvard Medical School on Covid-19 online live courses has first hand experience of running the hospital day-to-day affairs with utmost critical problems and dealing with doctors, patients, hospital staffs and all sorts of possible medical and its related problems.



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EXCLUSIVE SERVICES

The contents of the world are not just there for the knowing but have to be grasped with suitable mental machinery. Whitehat Media assists brands in reputation management with growth-driven performance, innovation, creativity and kickass technology using the right machinery. Our experienced team has handled domestic and international clients with equal finesse.

DIGITAL MARKETING

KEYWORDS : Social media marketing; Content marketing; Search engine marketing; Social media contests

Businesses of every shape and size can achieve powerful benefits through effective use of digital marketing methods. The cost of digital marketing can be tailored to each specific business, stripping many barriers from the entry of traditional methods. With so many benefits available for just about any budget, it makes sense to partner with us and see the change in your business.

CREATIVE OUTPUT

KEYWORDS: Logo design, Social media posts; Newsletters; Emailers; Books; Magazines; Brochures; Letterheads; Business Cards; Websites; Banners; Posters; Live posters; GIFs; Presentations; Style manual et. al.

Thomas John Watson Jr. was an American businessman, political figure, Army Air Forces pilot, and philanthropist, 2nd company president of IBM, the 16th United States Ambassador to the Soviet Union. He received the Presidential Medal of Freedom by Lyndon B. Johnson in 1964. Fortune called him "the greatest capitalist in history" and Time listed him as one of the "100 most influential people of the 20th century".

We didn't, but he said:

"Good design is good business."

We only follow the principle for our clients.



EXCLUSIVE SERVICES

CONTENT CREATION

KEYWORDS: Articles; Social media text; Press Release; Website content; Blog; Catchline; Nomenclature

Put yourself in a receptive frame of mind [a bottle of Scotch helps] and draw or write something without consciously thinking. That's much more difficult than it seems. The hope is that the resulting scrawl or wordage produces an unpredictable image to develop into something new and original (Alan Fletcher). But does Automatism work? We all know what light is; but it is not easy to tell what light is (Dr. Johnson). Words are so irrevocably stamped into our psyche, they mislead us into thinking that what they are and what they symbolise, are one and the same. We know the word dog doesn't bite, but can be momentarily baffled when asked where our lap went when we stand up, or our fist when we open our hand. Words are labels attached to ideas. Writing is the geometry of the soul (Plato). And as Don Marquis suggested, an idea is not responsible for people who believe in it.

So bring on your ideas, and we will put them into words that exactly mean what you choose it to mean... neither more nor less.

AUDIO PROJECTS

KEYWORDS: Voice-over; Original score; Radio; Jingle; Narration; Background score; Vocals; Arrangement

It is almost impossible to define music. However, most describe it as significant arrangement of sounds. Sound travels slower through air than by water. But it travels faster through music to the hearts of the listeners. Audio plays a vital role to enhance the experience of any visual. It places you right at the center of the action. Or, it may throw you out of the game. The thin line is between applying the right frequency to the right occasion. Funny, we have a music room in our office with more than 25 instruments from around the world including a grand piano.

VISUAL PROJECTS

KEYWORDS: Video post; Documentary; Film; Edit; DI; Colour; Corporate Film; Advertisement; DIY video; Training video; Medical video; Interview; Television

Our objective is to bring your vision into the frames and give form to your ideas which you can showcase to everyone. After all, what we see is what we believe.



INFLUENCER CAMPAIGNS

In 2022, we did a power influencer fam trip campaign for Amazing Thailand with a twist and it was a huge success in terms of quantity as well as quality. The first credit goes to the creation of the itinerary that justified the campaign for the award-winning content creators. The participating winners are skilled and truly active with their established blog audiences, excellent visibility through their Facebook, Instagram, Twitter and YouTube handles, and were led by a journalist with a strong influence on the travel industry of South Asia at large. The first look of Amazing New Chapters through the lens of these powerful influencers not only created a super buzz among the followers but also among many other tourism boards that this is how it should be done.

During the lockdown period, these top content creators came out as winners of two wider contests - #ThrowBackThailand2020 and #BlogYourThailand2021. But the magic begins here, how a winners' free trip could be turned into another successful campaign just with the right strategy and motivated leadership.

The awareness number much above and beyond the set target and objective, proves the point. The numbers on official handles alone fulfilled the target and especially the huge engagement number was more than double of the target set for this project. We didn't want to put any pressure on numbers on the travelling influencers as this was a trip won by them after an already given performance, however, they showed outstanding results. There was a clear understanding from our side that it was our responsibility to advise and assist Amazing Thailand about the best content producers from a very neutral perspective. Hence the total reach and engagement numbers have given a blockbuster performance in terms of numbers. A special video was made out of this trip.





INFLUENCER CAMPAIGNS

FACTSHEET

Campaign Name	#AmazingNewChapters
Format	Social media activity based on bloggers fam trip
Activity Platforms	Official Facebook, Instagram and Twitter page; all media platforms of the participating bloggers including the main blogs and social media and all PR coverage
Overall Awareness Target	500,000 combined - All social media handles - All blogs / vlogs - PR coverage visibility)
Overall Engagement Target	25,000 combined - All social media handles - All blogs / vlogs
Press Release	1 (Closing)

PERFORMANCE

Overall Reach	49,92,554
Overall Engagement	2,98,231
Only Amazing Thailand Reach	5,66,220
Only Amazing Thailand Engagement	58,202



COMPLIMENTARY FROM THE ASIAN FOOTPRINTS

Reach	2,95,035
Engagement	5,511

BLOGGING / VLOGGING CONTESTS



#BLOGYOURTHAILAND THE ULTIMATE CHALLENGE 2021

In 2021, we did a pure and hardcore blogging contest. The idea was to filter top-quality travel writers in India and see in this digital age of short funny videos and reels, how their serious writings on travel work, among their audiences. It was a surprising experience to find 300+ Indian bloggers submitting their running blogs and full-fledged new articles. There was a clear announcement that no old content will be accepted and the authors will have to express the current post-pandemic travel in a futuristic way and the results came out in a fantastic way. The assessment team had to go over and over again to pick the finalists and the winners based on quality.



Only those who have independent blogs were moved to the next level for consideration. Only official handles completed the total awareness much beyond the target. The contents of the contest reached a huge number of people across India, South Asia and beyond as almost all the top bloggers have longstanding independent websites of their own with very good traffic clubbed with their social media reach spread across the world. It was also very surprising to find out that majority of the serious and leading bloggers in the travel community put in their heart and soul to write travel pieces, especially long-format articles. This contest, as rightly captioned was an ultimate challenge to bloggers to come forward and participate in a challenge to show all tourism boards what they can do with their digital influence. The shortlist also gives us the very best of the top cut who should be considered for any influencing activity in the future as their merits have been tested. Not only their content skill is seen and verified, but their organic engagements were also noticed and analysed to understand who is stronger for which purpose and how each one can help in real-time in the future. The greatest advantage of any such campaign is the indirect leverage that a tourism board gets through these bloggers who build a beautiful and positive image of the destination with lots of first-hand information which are very dynamic to the B2C audience.



BLOGGING / VLOGGING CONTESTS

#BLOGYOURTHAILAND THE ULTIMATE CHALLENGE

July 5 - July 14 2021

THEME
Rediscover | Relax | Rejuvenate | Revive | Rejoice | Reboot

EXPRESS YOURSELF
Articles | Photos | Videos

Tourism Authority of Thailand in India has launched the ultimate contest dedicated to Indian bloggers only starting from July 5, 2021. The contest will close on July 14, 2021.

The #BLOGYOURTHAILAND contest will allow Indian bloggers to exhibit their talent and support to Tourism Authority of Thailand through articles, photos, and videos in three separate categories published on their independent blogs and the said blog link subsequently shared on social media handles.

The objective is to produce high quality broadcast content from either their past trips to Thailand or based on their research-based knowledge clubbed with maximum consumer awareness, reach, and engagement showing the followers and subscribers strength. It is also to be seen how far and to what extent, the power of internet is used by the blogger on a single blog post within a given time frame.

GO WITH YOUR MOJO

In 2021, we had an outstanding response from our #TravelersThailand video contest. We think that the Indian blogger community has greatly supported us in these troubled times, and we want to send a message to them that we are in this together since 2021, we decided to conduct another contest and expand the landscape to include more participants. We want to send a message that we will stand together very soon.

Prizes:
9 winners in 3 categories will win 5 GB USB 3 portable hard discs & certificates from Tourism Authority of Thailand
15 winners will win certificates from Tourism Authority of Thailand
3 top winners in each category will SUPER PRIZE: TRIP TO THAILAND (T&C apply)

FINE PRINT

- The contest is meant for Indian bloggers living in India only. Participants must be 18 years & above and legally allowed to travel to Thailand.
- The contest entries to be submitted between 05.07.2021 and 14.07.2021 only. The contest closes at 23:59 (IST) on 14.07.2021. Winners will be announced on 31.07.2021.
- The submission should be a blog post link. The language of the article/video/gif and photo caption to provide in English (you can add caption/translation if you use any Indian language).
- By participating on the platform created, the blogger shall declare that he/she is the sole owner of the content that he/she is submitting for the contest (text, videos, images, and music free of copyright). If there is any dispute on copyright of the submitted content, Tourism Authority of Thailand will not be liable for the same. Once the entry is made, Tourism Authority of Thailand will give the right to use the content for any promotional purpose.
- The entry must be uploaded after the contest has been made open and no old entry will be entertained, neither any old social media insights will be allowed. The entry should give details on when this blog was published and when the social media links were posted. The social media links should be shared from the original blog post. Only social media links will not be entertained.
- Content, search engine optimization, use of technology, blog traffic, the use of social media, quality and quantity of awareness, engagement, and total audience reach will be the deciding factors for the winning entries. The idea is to see how well the power of the internet has been utilized by the blogger.
- The entry must contain the mandatory hashtags: #BlogYourThailand #AmazingThailand #TATraveler #TAThreads #BestInThailand
- Incomplete entries will not be entertained. Multiple entries by one blogger will not be entertained.
- On the matter of any confusion regarding plagiarism found on the submitted entry either from the internet or between two or more contestants, the decision of Tourism Authority of Thailand will be final.
- The theme for the contest is: "Rediscover | Relax | Rejuvenate | Revive | Rejoice | Reboot". Note: The blogger may select either one or more from these keywords while creating the blog post. It can be considered as a whole journey from the past to the future as a means to recover from the current stress and trouble we all are going through, and reset ourselves in Amazing Thailand!
- Winning a trip to Thailand are the sole Terms and Conditions of Tourism Authority of Thailand. There will be different Terms & Conditions for the trip and travel guidelines issued by Indian and Thai governments will have to be adhered to. The contest-winning trip would not be an individual trip to Thailand, but it will be a part of one of the fam trips with separate Terms & Conditions of Tourism Authority of Thailand.
- Once the blog post is ready for submission, entry to be submitted at the following link only: <https://thailandtrivivill.com/contest/>. Complete registration is mandatory while submitting the entry to be eligible for the contest.

ACTIVITY NAME	#BLOGYOURTHAILAND THE ULTIMATE CHALLENGE
THEME	Rediscover Relax Rejuvenate Revive Rejoice Reboot
TARGET	100 REGISTRATIONS
AWARENESS TARGET	25,00,000
ENGAGEMENT TARGET	15,000 – 20,000

Total Registrations: 310
 Total Awareness: +50,00,000
 Total Visible Reach: 32,80,690
 Minimum Estimated Top-100 Blog Website Traffic: +10,00,000
 Total Visible Engagement: 18,847

SOCIAL MEDIA VIDEO CONTESTS



#THROWBACKTHAILAND 2020



When the lockdown started in 2020, after the immediate jolt, the Tourism Authority of Thailand decided to keep the Indian bloggers and influencers engaged and launched a #ThrowBackThailand contest allowing them to exhibit their talent with a short video published on their social media handles. The objective was to make creative video content from their past trips to Thailand and gather maximum interactions and engagements. The cool competition cheered up the mood and brought a lot of positivity with 150+ video entries. The grand winners were given great prizes along with a promise to travel to Thailand when the borders will open. All the winners have travelled already as per the promise.

SOCIAL MEDIA VIDEO CONTESTS

Total Awareness:
24,000,000+
Total Reach: 23,887,91
Total Participants: 157

#THROWBACKTHAILAND

TOURISM AUTHORITY OF THAILAND LAUNCHES A CONTEST FOR INDIAN BLOGGERS AND INFLUENCERS!

Tourism Authority of Thailand (TAT) in India is launching an amazing contest only dedicated to Indian bloggers and influencers to exhibit their talent and support to TAT through a short video published on their social media handles.

The objectives are in fact to make a creative video content on their past trips to Thailand and gather maximum interactions and engagement from their own followers.

EVERYONE IS A WINNER!

Tourism Authority of Thailand (TAT) India Offices believe that every blogger and influencer is equally important that we would like to award all the participants based on the quality of their video content and the engagement/interactions they gathered on their post. Winners will be categorized as follows:

- a) Grand winners will win a GoPro Hero 8 Sports and Action Camera and will be officially awarded with a recognition certificate by TAT.
- b) 20 secondary winners will win a travel kit.
- c) Other tertiary winners will win goodies.

Besides these gifts, TAT understands that bloggers and influencers need support to nurture their ambitions too. Here is why the top winning bloggers/influencers will get a chance to collaborate on the 2023 campaign of Tourism Authority of Thailand (TAT) India Offices and can learn how to Thailand in the near future.

SO WHAT ARE YOU WAITING FOR?

Follow these easy steps to participate:

1. Create a video (up to 1 min) or a GIF of maximum 30sec, with visual content created from your past trips to Thailand. It can be photos, videos... We'd like you choose your theme (adventure, sightseeing, lifestyle, entertainment, shopping, healthy cuisine, etc. or all of them). You can also pick a theme such as tag #thingstodo in a particular city of Thailand and be as creative as you want on the conception of the video/gif but you'll have to highlight what you liked the most in Thailand and/or a specific experience that you had. Along with the video, you'll need to prepare a small text caption to illustrate your work and express yourself!
2. Publish the video on your social media handles (minimum 1, maximum 15) with the following hashtags: #throwbackthailand #TATNewDelhi #TATIndia #FromIndiaToThailand #TATNewDelhi #TATIndia #TATNewDelhi2023 and tag @TAT_India on Facebook, Instagram or Twitter.
3. Submit your entry on the following link: <https://bit.ly/thailandvideocontest>
4. Like, comment and share this post and don't forget to follow @TAT_India on Facebook, Instagram, Twitter and YouTube!

TERMS & CONDITIONS

1. This contest, organized by Tourism Authority of Thailand (TAT) India Offices is only open to bloggers and influencers from India and who have been to Thailand.
2. Participants must be 18 years of age and legally allowed to travel to Thailand.
3. Contest entries to be submitted between 22.05.2023 and 01.06.2023 only. The contest closes at 23:59 on 01.06.2023.
4. The language of the video/gif and caption to provide in English (you can add caption/translation if you use a local Indian language).
5. All content/images/music, etc. used in the conception of the video should be copyright free and/or solely belonging to the participant.
6. Winners will be selected based on the engagement gathered on the Thailand video post (what's published and the quality of the creative production they made. Shortlisting of winners will be at TAT India Offices discretion only.
7. By participating in the contest, the blogger/influencer declares that he is the sole owner of the content that he is submitting for the contest (video, images and music free of copyright). If there is any dispute TAT India Offices will not be liable for the same. Once the entry is made, the content becomes TAT India Offices property and gives it right to use it for its own promotion.
8. Winners will be announced on 10th of June, 2023.

TOURISM AUTHORITY OF THAILAND
New Delhi Office: Phone: +91 11 46111111 | Email: india@tat.or.th
Website: www.tat.or.th | www.tatindia.com

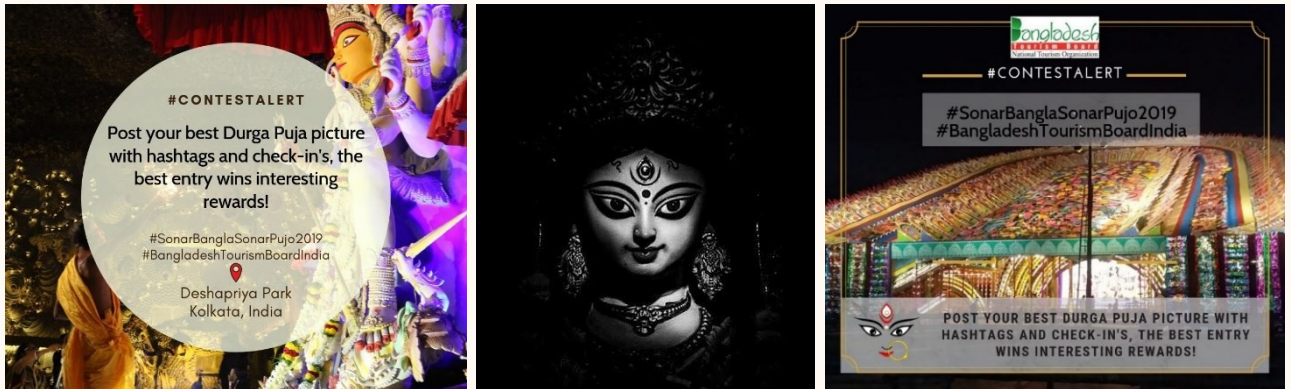
#THROWBACKTHAILAND

CONTEST CLOSES AT MIDNIGHT TODAY!

Since this contest was a video contest, other than professional and amateur vloggers, many bloggers creatively made clean videos with images and music to participate in the contest.

For every such campaign, a detailed action plan, specially designed creatives, running the campaign in real time, social media management and submission of a thorough report with statistics and screenshots complete the project.

PHYGITAL BRANDING WITH KOLKATA'S DURGA PUJA



Much before Kolkata's Durga Puja got the UNESCO tag, we started working with a few tourism boards who understood the magnanimous nature of its B2C captivity. In 2019, just before the pandemic, Bangladesh Tourism Board did a 5-day long (**phygital**) physical and digital campaign during Durga Puja at the biggest public area of Kolkata. The campaign was supervised under the Deputy High Commission of Bangladesh in Kolkata and the Deputy High Commissioner himself was present to see the unbelievable crowd at the Bangladesh selfie booth inside the biggest Durga Puja pandal (structure) of Kolkata – Deshapriya Park which received 30,000,00 (3 million) people in 5 days. Facebook live broadcast, quiz, prizes, live interaction with the audience all ran for 24x7 - as the night grew, the crowd grew thicker. After the pandemic, many tourism boards have asked for similar brand collaboration activities for 2023 Durga Puja.





PHYGITAL BRANDING WITH KOLKATA'S DURGA PUJA

Chalo Bangladesh is in Deshapriya Park. 5 October 2019 · 🌐

#MahaSaptami Grand Wishes from #BangladeshTourismBoard We are proud to celebrate #DurgaPuja in association with #DeshapriyaParkDurgotsab in Kolkata... Visit #BeautifulBangladeshSelfieStand inside the park and enter the competition... Be a part of our #LiveChat #SonarBanglaSonarPujo2019 #BangladeshTourismBoardIndia #VisitBangladesh Deshapriya Park Durgotsab



Chalo Bangladesh is celebrating Durga Puja in Deshapriya Park. 7 October 2019 · 🌐

#Mahanabami Bangladesh Deputy High Commissioner in Kolkata Toufique Hasan visits Bangladesh Tourism Board Selfie Stand which is now a major attraction point inside Deshapriya Park Durgotsab... the #SelfieStand is hit by millions of people 24x7 for the last 5 days with pandal-hopping public who love Bangla, Bengal and Bangladesh... People are coming and expressing their interest, their connection and love for Bangladesh... #DurgaPuja Grand Wishes from #BangladeshTourismBoard... #VisitBangladesh #BeautifulBangladeshSelfieStand #LiveChat #SonarBanglaSonarPujo2019 #BangladeshTourismBoardIndia #BengaliFestival Bangladesh #DeputyHighCommissionerOfBangladeshInKolkata #HighCommissionerOfBangladeshInNewDelhi #Humanwave #IndiaOutbound



Chalo Bangladesh is feeling wonderful in Deshapriya Park. 6 October 2019 · 🌐

#Mahashtami People in New colourful dress hopping pandal visiting the 'must-see' Deshapriya Park Durgotsab and entering the Bangladesh Tourism Board, India Selfie Zone to click a memory. Warm wishes from Bangladesh Tourism Board, India #SelfieStand at Deshapriya Park Durgotsab #DurgaPuja2019 #BengaliFestival #CarnivalOfTheWorld #PujoInKolkata #PujoInDhaka #DemandIntangibleCulturalHeritageofHumanityStatusbyUNESCO #UNESCO2020 #culturalbond #SonarBanglaSonarPujo2019



Chalo Bangladesh is in Deshapriya Park. 8 October 2019 · 🌐

#ShubhoBijoya As Goddess Durga prepares to leave, we wish all Shubho Bijoya and Happy Dussera from Bangladesh Tourism Board... Thank you very much for showing so much of live support to this maiden initiative. We hope to continue our efforts in bringing Bangladesh and India together through tourism promotion and cooperation. Send us your opinion to our email address available on this page. Stay with us for more updates... #BangladeshTourismBoard... #VisitBangladesh #Beauti... See more



NEW MARKETS, NEW LANGUAGES



During the pandemic, Thailand decided to open digital communication channels to its another important market in Bangladesh and gave us the responsibility to create the entire strategy from scratch.

Since then, we have been building a 360-degree network with the B2B and B2C audience through round-the-year activities, social media engagements, WhatsApp group communications, regular webinars, roadshows, hotel and new tourism product information, virtual fairs, specialist programmes, cultural and festive wishes - all keeping their main emotion Bengali language at the helm. We create everything for TAT in Bengali and communicate with them in real time. The affluent Bangladeshi market is showing excellent results since digital communication started. With a steady annual objective, the social media is organically growing and giving excellent ROI with the correct impact. Noticing the activity, other countries have contacted for the similar project, but we will do something different and unique for them as our company believes in New Or Nothing.





VIRTUAL FAIRS IN NEW LANGUAGES

THAILAND TRAVEL UPDATE BANGLADESH WEBINAR

10 FEB, 12 NOON BST

TOPICS

THAILAND REOPENING
NEW UPDATE BY ROYAL THAI EMBASSY, DSSAA
PRESENTATION BY THAI AIRWAYS INTERNATIONAL

SPEAKERS

- H.P. M. Koushik, Ambassador of Thailand in Bangladesh
- Dr. Niranjan Kumar, Director, DSSAA, Dhaka
- Dr. Anurag Kumar, Deputy Consul General, Royal Thai Embassy, Dhaka
- Dr. Mousumi Haque, Director, Thai Airways International

REGISTER NOW

AMAZING THAILAND NEW CHAPTERS

TOURISM AUTHORITY OF THAILAND
INVITES OUTBOUND TRAVEL AGENT & TOUR OPERATORS
OF BANGLADESH TO BECOME A

THAILAND SPECIALIST

This special chance to become a **PREFERRED PARTNER** closes on September 30, 2022

Certification ceremony in October to felicitate the preferred partners

Find out details on Amazing Thailand Bangladesh official platforms

t.me/taot/th
vaishali.sharma2000@gmail.com

amazing THAILAND

Zoom Meeting

Recording...

Participants (122)

- SAT New Delhi (Host, me)
- Jana Mukherjee (Co-host)
- Nichirachai Sirisun (Co-host)
- Amb. Makawadee... (Co-host)
- Prayem Khowas (Co-host)
- Thailand Kusuma (Co-host)
- Vishal Sharma (Co-host)
- WEERACHART T. (Co-host)
- Z. Kuslana, Syeda Farha Anjum
- Jannatul Ferdous
- 892 8190 5719
- Aarman
- Alisa Jannat Saleh

Chat

Message to Everyone

Please provide your valuable feedback by clicking the link: <https://forms.gle/5UAcQcF7Hs0XMS>

Who can see your messages? Recording On



NICHE TOPICS, DEEP FOCUS

THAILAND MEDICAL & WELLNESS TOURISM VIRTUAL FAIR

Webinar
Session I: March 14, 2021
10.30 am
(Bangladesh Standard Time)

Keep yourself up-to-date on the latest offerings of Medical & Wellness Tourism in Thailand by participating in the knowledge sharing webinars and online activities and win exciting gifts

S P E A K E R S



KRAICHOK ARUNPAIOJKUL
Charge d'Affaires at Royal Thai Embassy, Dhaka



VACHIRACHAI SIRISUMPUN
Director Tourism Authority of Thailand (New Delhi)



DR. THASSANAWUT DHEARPANYA
Division Director, Medical Transport Bureau of International



DR. YONGYUT KONCHANARAT
Radiation Oncology Mueang Hospital



DR. SARAN INTAKUL
Deputy Director, M.D., M.M. Preventive Medicine Samitivej Hospital

Social Media
Royal Thai Embassy, Dhaka, Bangladesh (@RoyalThaiEmbassyDhaka)
Amazing Thailand Bangladesh (@amazingthailand.bd)



Thailand Medical & Wellness Tourism Virtual Fair
March 14 - 18, 2021

keep yourself up-to-date on the latest offerings of medical & wellness tourism in thailand by participating in the knowledge sharing webinars and online activities and win exciting gifts

WEBINAR I: MARCH 14, 2021 | **WEBINAR II: MARCH 16, 2021**
10:30 AM (BANGLADESH STANDARD TIME) | 10:30 AM (BANGLADESH STANDARD TIME)




THAILAND MEDICAL & WELLNESS TOURISM VIRTUAL FAIR

Webinar
Session II: March 16, 2021
10.30 am
(Bangladesh Standard Time)

Keep yourself up-to-date on the latest offerings of Medical & Wellness Tourism in Thailand by participating in the knowledge sharing webinars and online activities and win exciting gifts

S P E A K E R S



BINKI ARORA
Marketing and Public Relations Representative, Tourism Authority of Thailand (TAT) New Delhi



SM ZAHID HOSSAIN FAHIM
Head of Sales The Avenues



DR. SHAKTI RANJAN PAUL
Internal Medicine Doctor & Advisor of Bangkok Medical Services (BMS) Bangkok Hospital



DR. THOUANTOSAPORN SUMANFAH
Director of Medical Support of PMAC and Acting Director of Medical Support Phrayatra 2 Hospital



DR. NIMAL PHATA
General Medicine Doctor International Medical Coordinator Paolo Hospital



SORAWONG SIRIBUNRAN
Assistant Division Director, Business Development and Marketing Prince Hospital Suanmahum

Social Media
Royal Thai Embassy, Dhaka, Bangladesh (@RoyalThaiEmbassyDhaka)
Amazing Thailand Bangladesh (@amazingthailand.bd)





WEBINARS FOR BOTHWAY NETWORKING

amazing THAILAND VISIT THAILAND FROM 2022 -AMAZING- NEW CHAPTERS

Tourism Authority of Thailand, India invites you to a webinar on **THAILAND TRAVEL UPDATE** with

Mr. Vachirachai Sirisumpan
Director, TAT, New Delhi

Ms. Cholada Siddhivarn
Director, TAT, Mumbai

TIME
1500 hrs
India

DATE
31 January, 2022

TOPICS

- Update on Thailand Reopening
- Destination Update
- Thailand Visa Update by VFS Global

REGISTER NOW

www.thailandfirstvisit.com/indiawebinarseriesregistration

amazing THAILAND

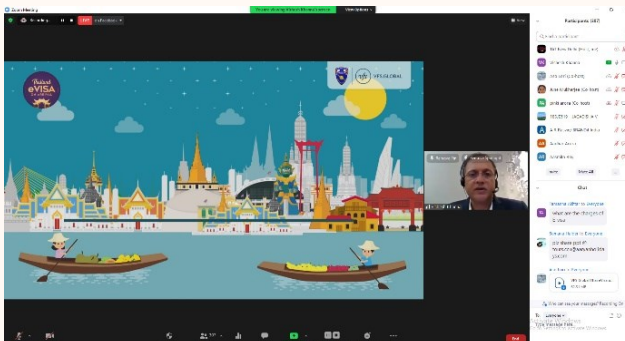
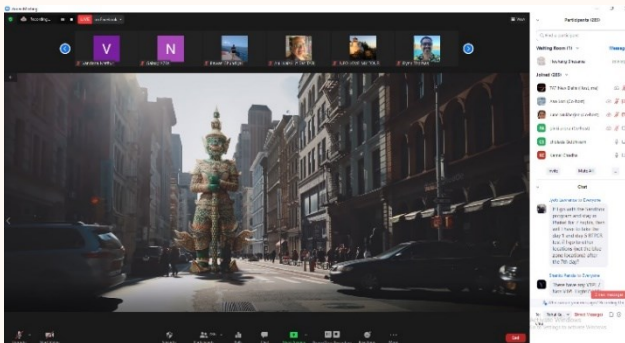
TOURISM AUTHORITY OF THAILAND, INDIA

INVITES TRAVEL TRADE PARTNERS TO JOIN THE WEBINAR **"THAILAND REOPENING"**

OCTOBER 21, 2021
THURSDAY 16:00 (IST)

REGISTER NOW!

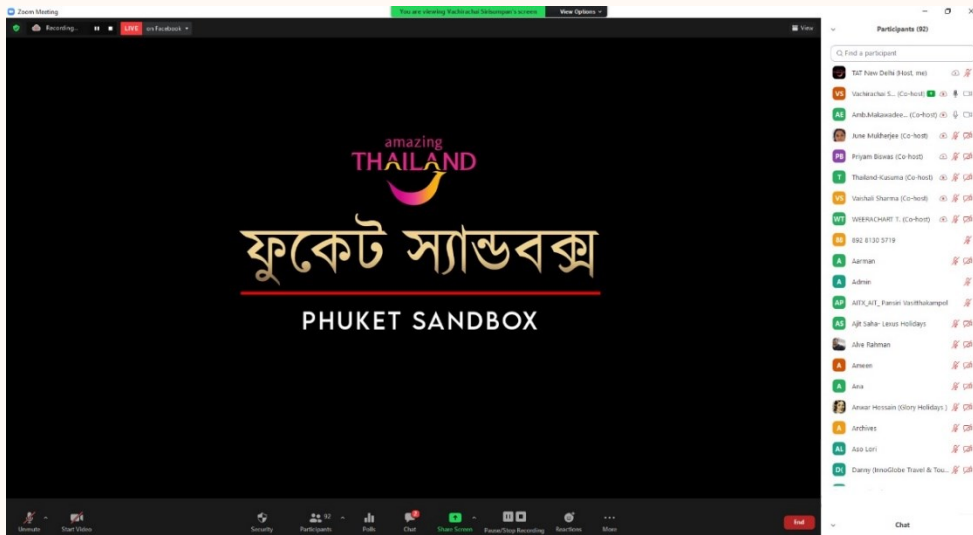
REGISTRATION LINK
<https://thailandfirstvisit.com/thailandreopening/>
#THAILANDREOPENING



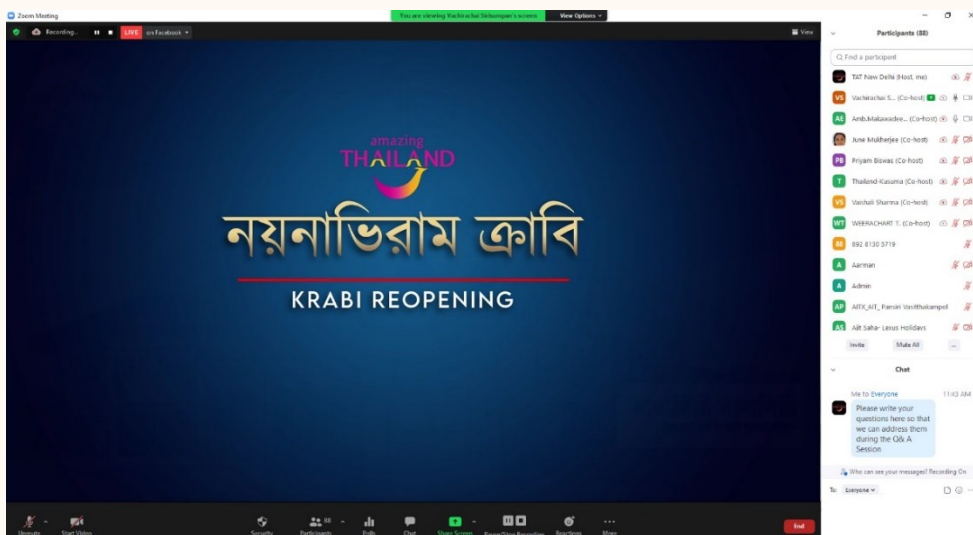
We also moderate the sessions in a bi-lingual way switching and bridging English and Bengali. In English only webinars, we co-moderate, manage and run the webinars from announcement through registration to report, and live interact with the audience.



NEW AGE MULTILINGUAL VIDEOS



We have been exclusively assigned to reproduce the main official campaign videos of Tourism Authority of Thailand in Bengali language for the large Bengali speaking audience worldwide. After the reproduction, the video goes to TAT headquarter for approval and then gets circulated. The videos are used widely for social media promotions and by the B2B agents having Bengali clients and while addressing the Bengali speaking audience during the webinars and roadshows.



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LATEST OFFERS, TOP NOTCH VIDEOS

Hermes Voyages ...


Priyam Biswas, পদ্মনাভ রায় and 7 others ... Priyam Biswas and 10 others




Find your Zen amidst the beauty of Bhutan with Hermes Voyages...
18 weeks ago · 7.4K views
 Priyam Biswas, পদ্মনাভ রায় and 6 others




On the occasion of the second anniversary of the cruise line, Jurge...
18 weeks ago · 112 views
 Priyam Biswas, Avijit Das and 10 others




Dive into a journey to Splendid Sri Lanka with Hermes Voyages! UK...
19 weeks ago · 906 views
 Priyam Biswas, পদ্মনাভ রায় and 7 others



Discover an exquisite journey with Hermes Voyages through the heart of...




Embrace the spirit of Durga Puja with a dash of adventure! 🎉🌟 Join us on a...




There's nothing more rewarding than seeing a #happytraveler of...

TravelBullz.com ...


Videos




Explore the cultural wonders from Chiang Mai to Bangkok with...
4 days ago · 44 views
 4




Exclusive Launch TravelBullz & Tourism Authority of Thailand...
a week ago · 28 views
 Trishna Roy, Shalz Nair and 1 other




Indulge in a lavish journey with TravelBullz, where opulence meets...
6 weeks ago · 35 views



Experience Opulence in the Heart of Patong! Avail an exclusive deal at...



On popular demand TravelBullz & Tourism Authority of Thailand...



Indulge in a lavish journey with TravelBullz, where opulence meets...

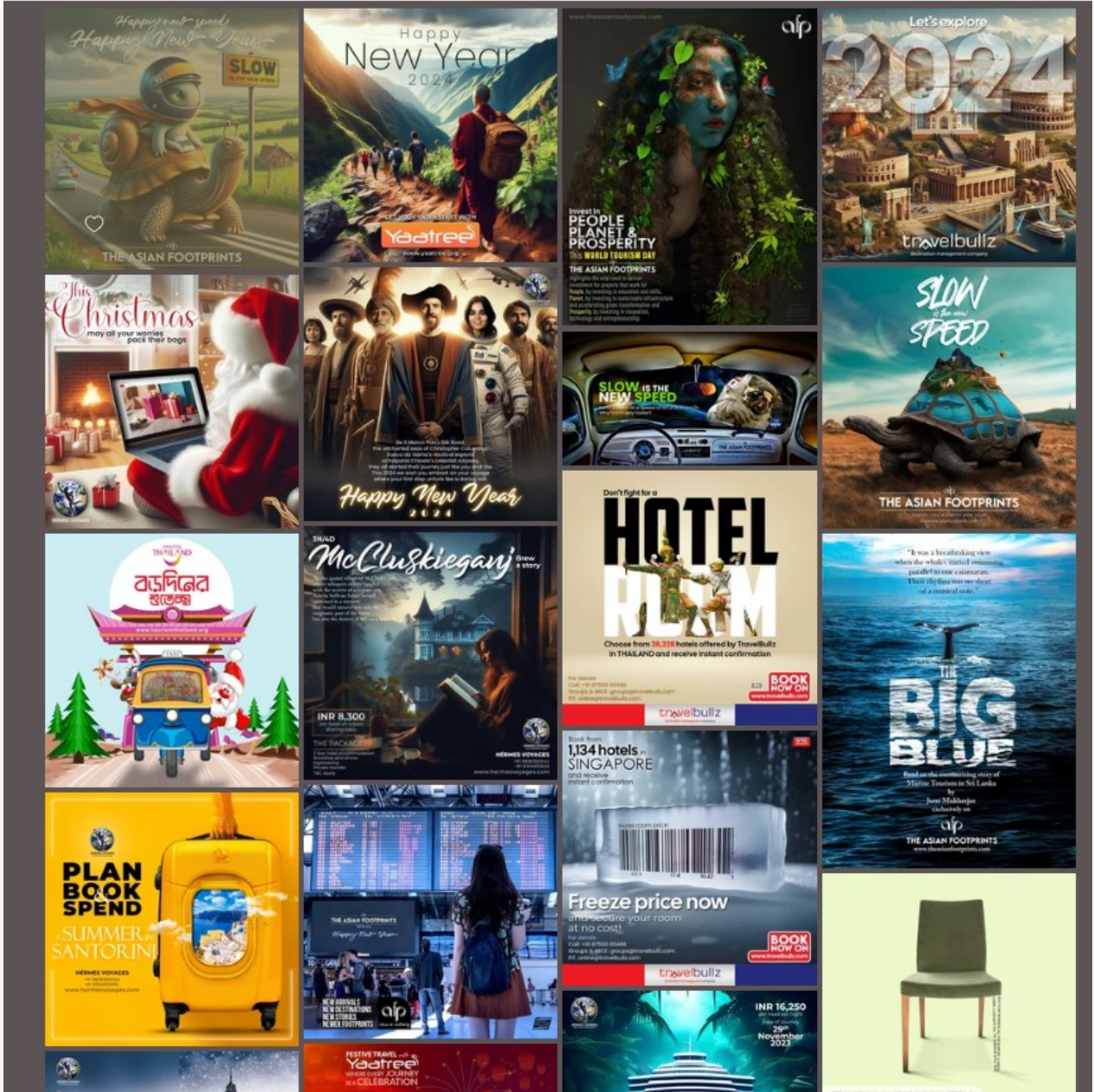
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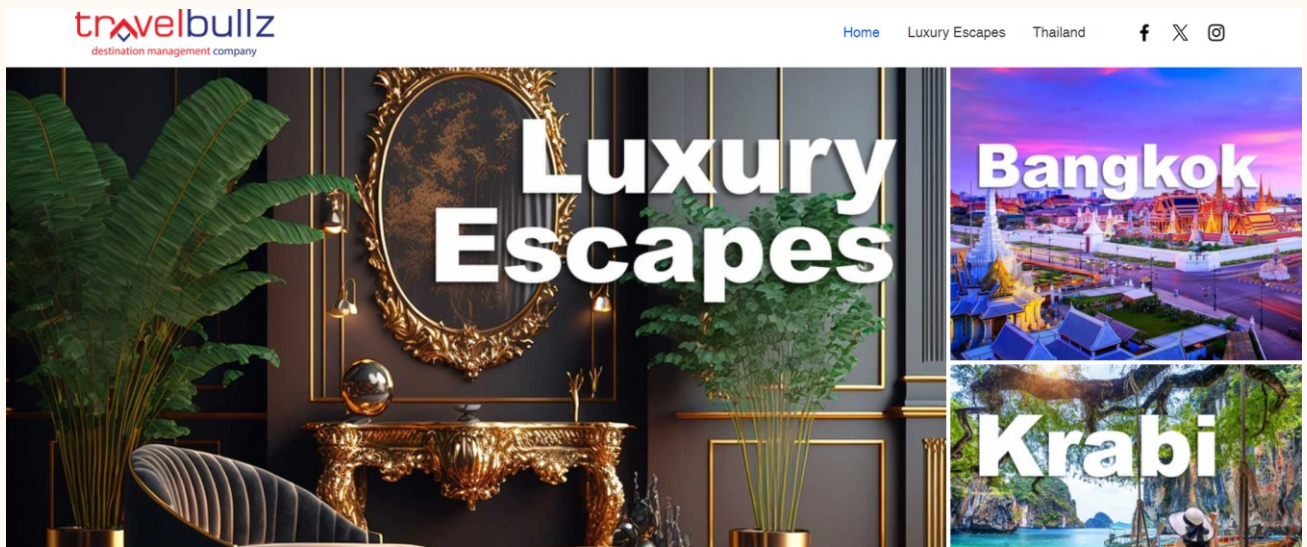
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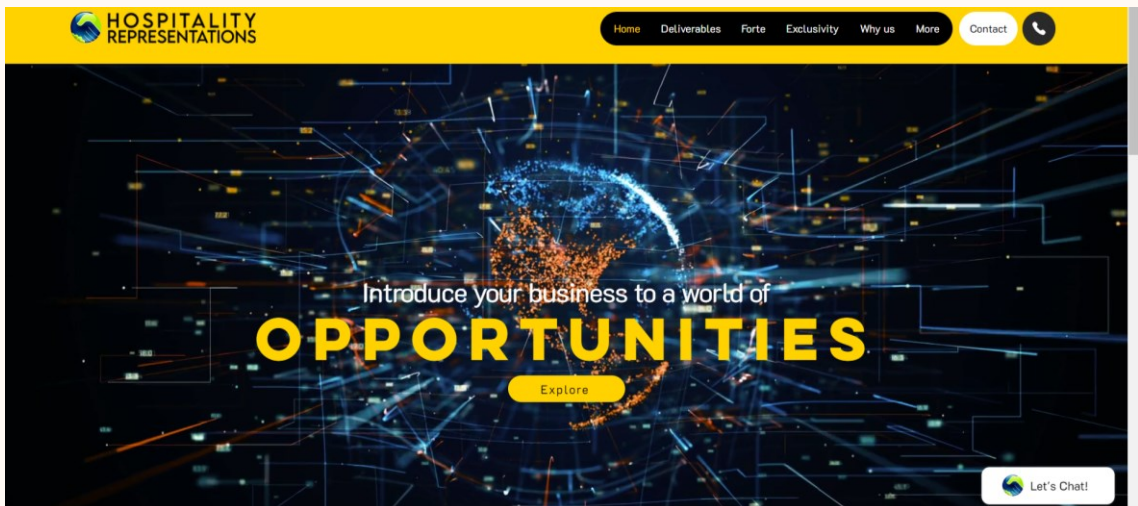
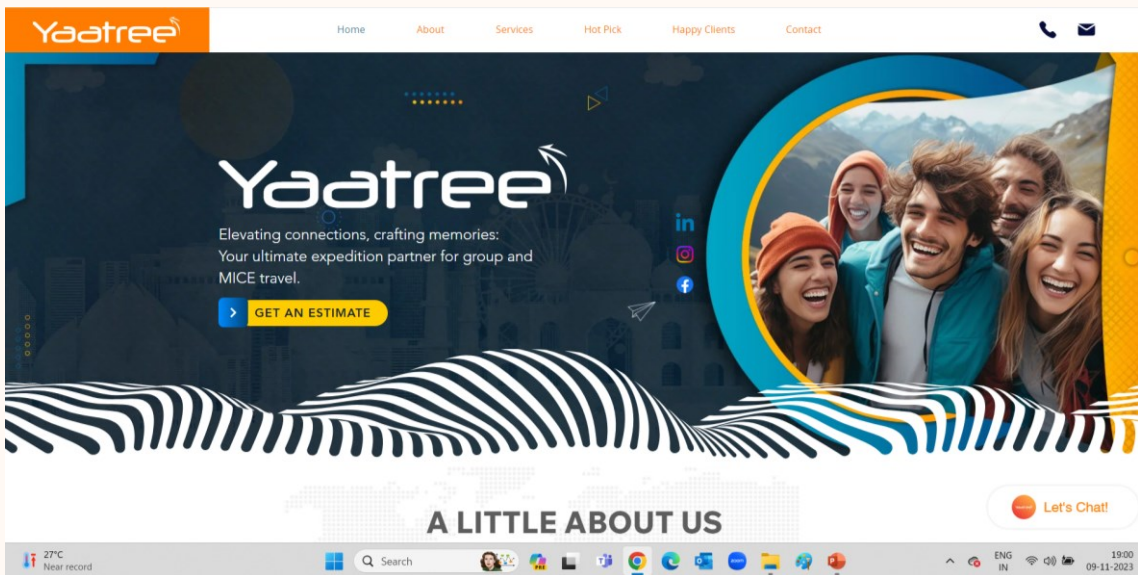
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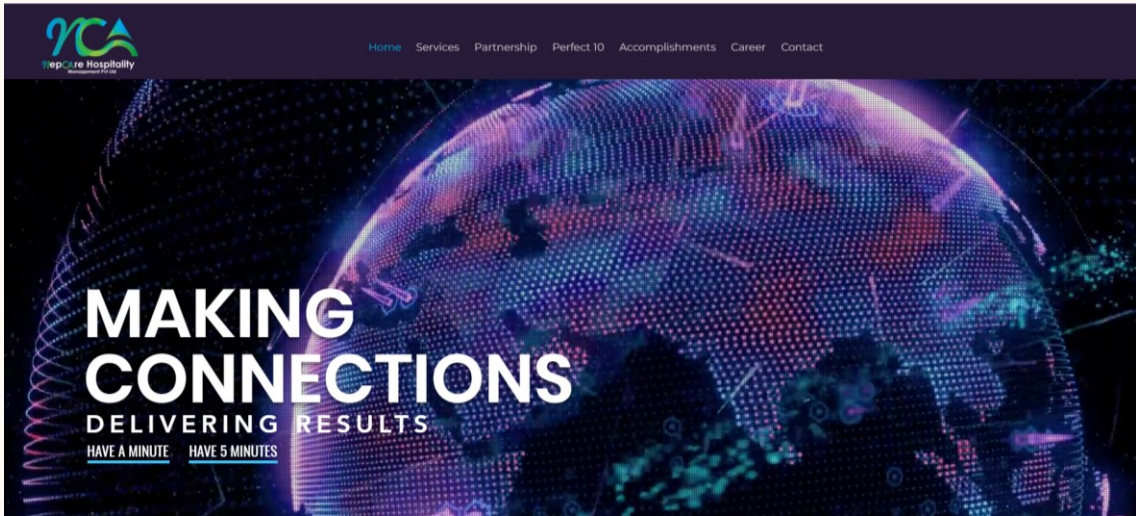


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Happy Travelers



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ABOUT US



Hermes Voyages is a distinguished sports and travel lifestyle company dedicated to transforming the landscape of leisure and corporate travel. By cultivating fascinating partnerships across the globe, the company provides its clients with an unquestionably remarkable and unforgettable worldwide travel experience. The essence of "living the dream" is at the heart of their mission, making extraordinary travel adventures and the creation of enduring memories a reality for all. Embark on a journey that transcends ordinary travel, and truly start living the dream.

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Gallery



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AWARDS



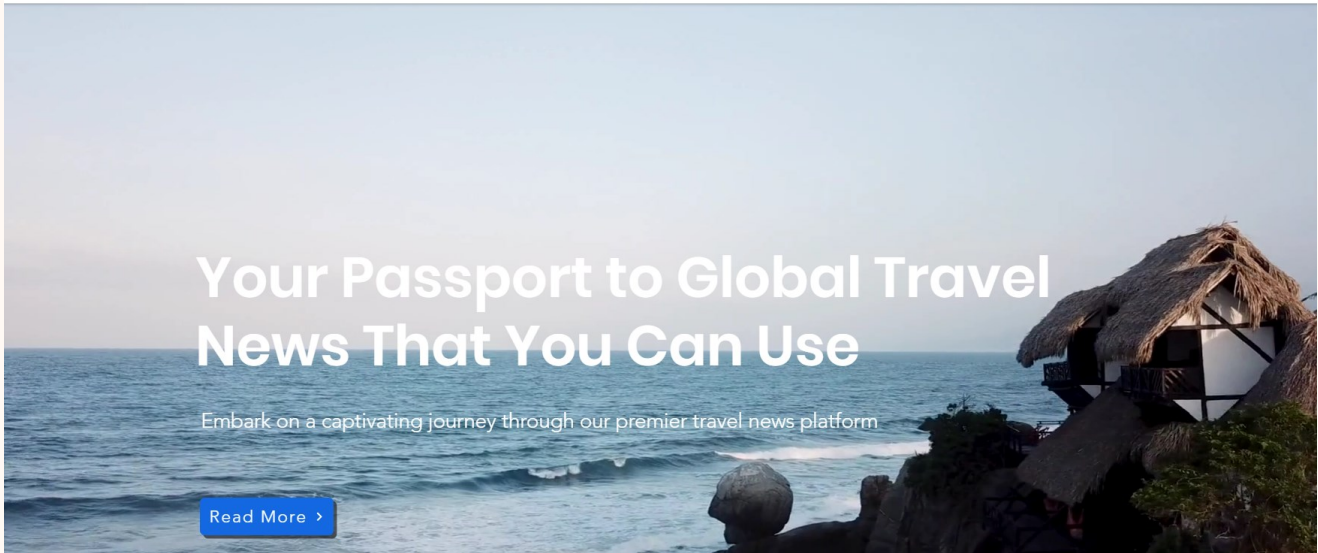
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SPARE A MOMENT



WHO

BrandCare Global is a consultancy and marketing firm specializing in strategically establishing global brands in Bangladesh, India, and the overall South Asian markets, providing robust promotion and sales assistance along the way.



WHAT

If your brand seeks to tap into the thriving Indian subcontinent market with India and Bangladesh in particular, allow BrandCare Global to guide you in connecting with the clients who are significant to your business goals.

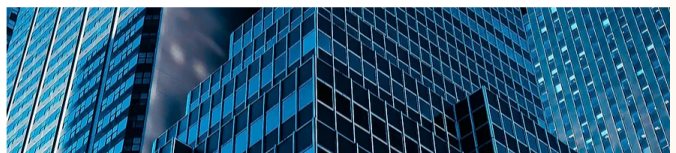


WHY

Amidst the crowded landscape of repetitive marketing, BrandCare Global employs a distinctive approach encompassing a final-mile finishing service to ensure the journey reaches its ultimate destination.

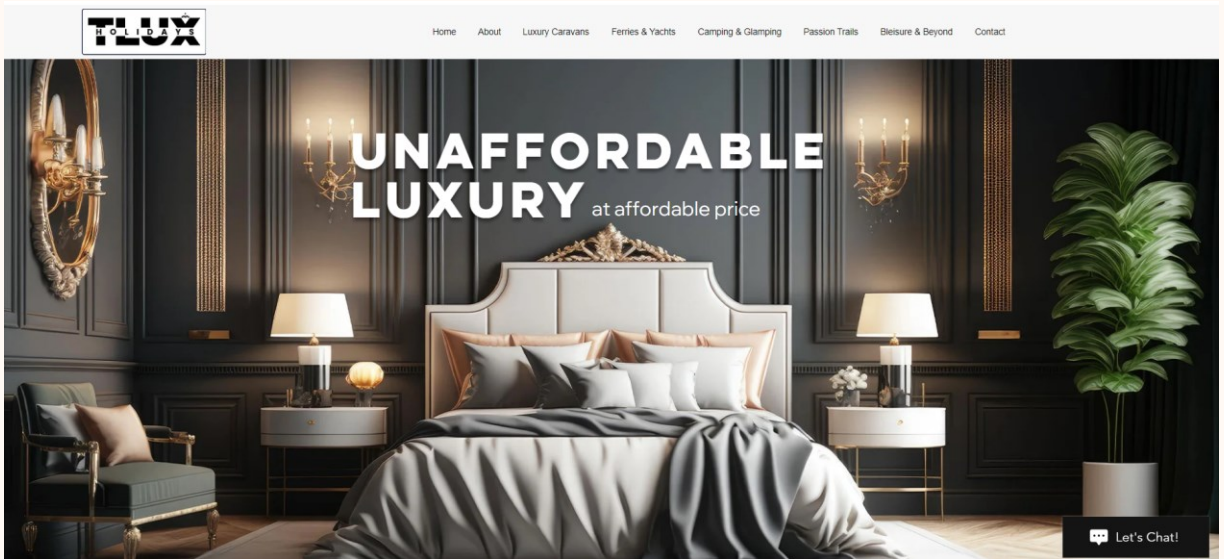
WELCOME TO

BrandCare GLOBAL





MODERN CLIENTS, GLOBAL DESIGNS



Amazing Thailand Bangladesh

@amazingthailandbangladesh · 1.08K subscribers · 186 videos

This is the official YouTube channel of the Tourism Authority of Thailand (TAT) in Banglade... >

Customise channel

Manage videos

Home Videos Shorts Community



Amazing Thailand Culinary City

1,602 views · 8 months ago

একটি বিশ্বমানের গ্যাস্ট্রোনামি পর্যটন গন্তব্য হিসেবে থাইল্যান্ডকে আরও প্রচার করার জন্য 'আশ্চর্যজনক থাইল্যান্ড রন্ধনসম্পর্কীয় শহর' প্রকল্প চালু করেছে থাইল্যান্ড এবং একটি সৃজনশীল অর্থনীতির অধীনে থাই সরকারের বায়ো-সার্কুলার-গ্রিন বা বিসিজি ইকোনমি মডেলের সাথে সাথে উন্নয়নের জন্য উদ্ভাবন এবং উচ্চ-অভিজ্ঞতা প্রদান করেছে এটি।

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OUR LIGHTHOUSE TEAM

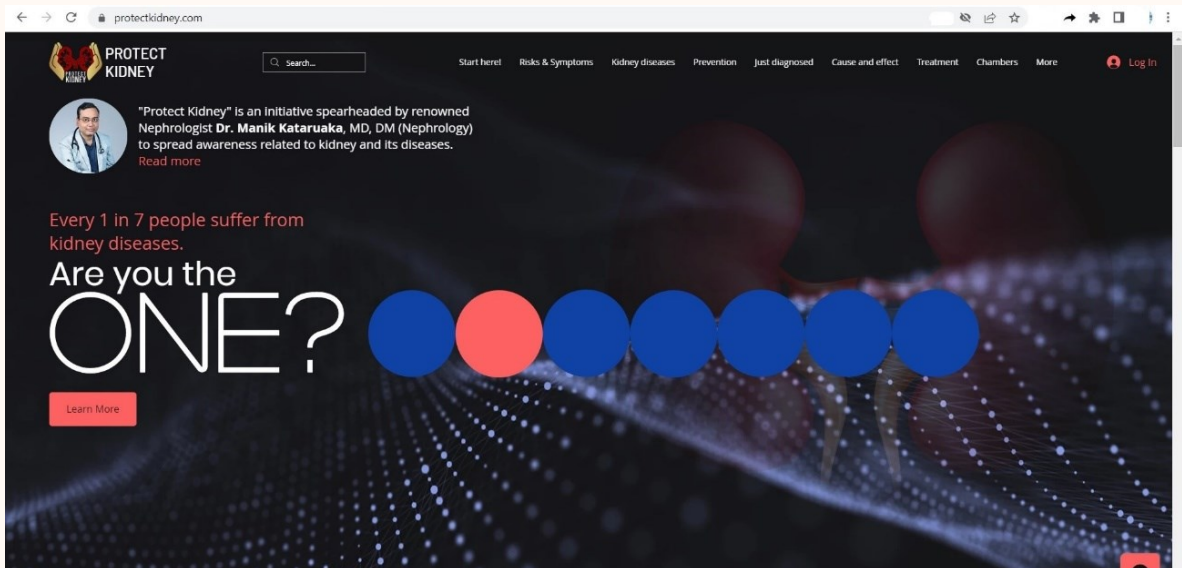
Each poster includes the Northstar Lighthouse logo, a name, a scenic image, and a 'BOOK A TRIP TO' call to action with contact information.

We customise websites and build those where we can contribute significantly.



CONTENTS BEYOND TOURISM

With our inhouse expertise on healthcare other than tourism, we build state-of-the-art websites and maintain them on behalf of the clients.



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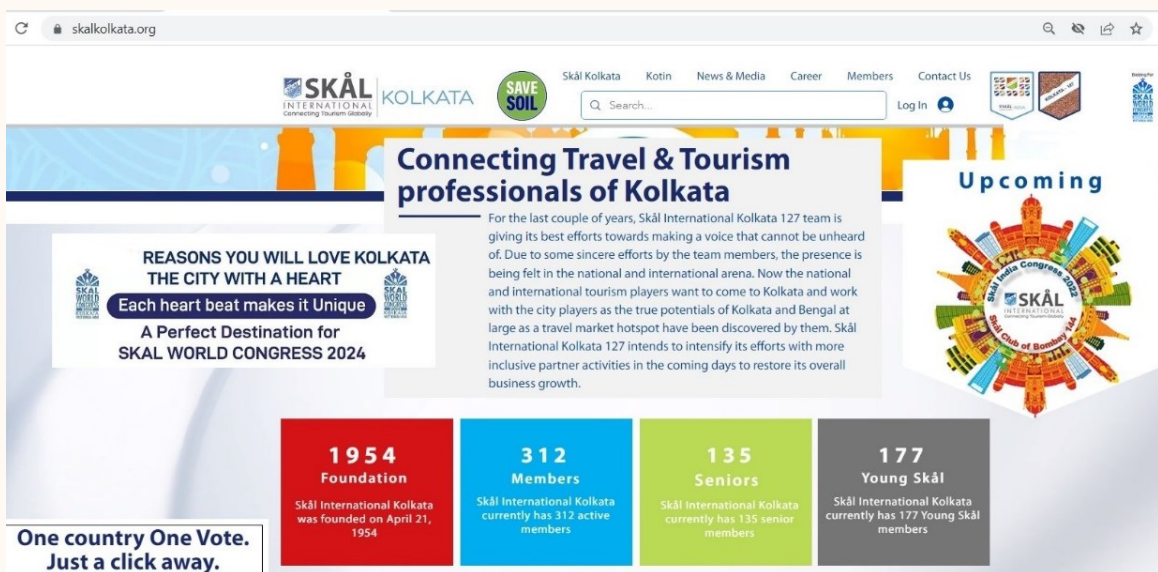
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SERVING NOT-FOR-PROFITS

While our inhouse websites are our primary benchmarks, we also work for not-for-profit organisations without any service fee if the causes match with our ethics and agenda.



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INDEPENDENT TRAVEL MEDIA EDITORIAL ETHICS & ADVOCACY AGENDAS



Being a media organisation, The Asian Footprints is our flagship travel media platform. We don't seek advertisement for this and do not encourage paid editorial content. We do direct business for and in the interest of the client and do not seek any glorified publicity from the same.

www.theasianfootprints.com

1. Promoting net zero or low carbon footprints
2. Advocating zero food waste
3. Encouraging slow travel
4. Grooming agents & operators to become who are the best influencers
5. Highlighting gender equality
6. Saying NO to plastic
7. Encouraging drinking RO water
8. Reducing electricity waste
9. Speaking for climate action
10. Highlighting animal rights in tourism
11. Countering fake news in tourism
12. Promoting friendship in the tourism industry
13. Promoting business ethics in tourism (fair share model)
14. Promoting community-based tourism
15. Countering paid false publicity
16. Countering travel media exploitation in the name of free coverage
17. Becoming inclusive with genuine content creators with due credit
18. Speaking for lesser-known destinations
19. Encouraging people to enjoy travel
20. Leading by example

Exclusive media collaboration with editorially approved brands on request are allowed on the platform in the form of direct advertisement.



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LEADERSHIP

The Founding Editor of The Asian Footprints, a new age-travel media platform and Founder of Whitehat Media, a global digital media organisation, June is a leading travel journalist and industry influencer of Asia with 25+ years of diverse media experience. She has worked with over 75 countries in tourism promotion, contributing to their marketing and publicity campaigns and helping shape their media communications. A trailblazing career working in top media organizations spanning mainline television, exhibitions, conferences, print media, and digital platforms has positioned her as a unique and trustworthy strategist in the international travel and tourism industry. June did her bachelor's in Political Science from Presidency College (now University), Kolkata (India) and is a post-graduate in Film Studies from Jadavpur University, Kolkata (India). With a CNN Journalism Fellowship under her belt, June is also an external examiner for Journalism, Mass Communication & Videography at St. Xavier's University, Kolkata (India). With a deep understanding of the Asian market, especially South Asia, speaking multiple regional languages June is considered an 'Asian Journalist & Industry Influencer' with solid industry networks in the Indian subcontinent.



JUNE MUKHERJEE
FOUNDER

She is a core member of various global tourism advocacy associations and organisations. June was invited to become a Member of the Global Committee of Media Advocacy & Public Relations of Skai International and she is continuing in the position from 2022. In 2023, she has received Award of Excellence for her relentless contribution in the global tourism promotion and active role in the growth of her own home turf. June was invited to become a Member of the Tourism Committee of the historic Bengal Chamber of Commerce & Industries (BCC&I), the leading commerce and industry body of India to spearhead all its tourism projects in line with Government of Bengal's tourism policies and greater UN SDGs. June is also the Founding Member of BBIN Tourism Forum, the only South Asian Tourism Forum consisting tourism leaders and stakeholders of India, Bangladesh, Nepal & Bhutan to promote cross border tourism and promote regional tourism with sustainability and responsibility. A strong advocate of freedom of speech and equal opportunity, June roots for tourism SDGs, sustainable tourism, slow travel, responsible travel media and dignity of media. She has initiated a global campaign #SlowsTheNewSpeed



PRIYAM BISWAS
DIRECTOR

Priyam is a dynamic multitasker and experiments with his talent and skills to build a pool of diverse experiences that he can always make good use of going forward. Starting a career in a television channel as a newsman, he went on to work in documentaries, travel shows, health shows and feature films, to working in production houses at the helm. After working in media for over 15 years, he changed his track deciding to work in healthcare starting with a hospital and quickly reached a leadership role of CEO for his excellent crisis management capacity. During the entire span of Covid-19 pandemic, he led his hospital from the frontline. A graduate in Information Technology from Viswa Bharati, he quickly enrolled himself to complete a Masters in Hospital Administration for a better understanding of healthcare management and now is a guest lecturer at the institute where he studied. Always updated with the latest technology and its best use in the professional workspace, Many of our company's work come from new sources seeing his creative work on the public platforms. Priyam believes in simple principles of quality of life, smile and happiness for all.

WHAT THEY SAY



ARZAN KHAMBATTA

GLOBAL HEAD - TOURISM SERVICES
VFS Global

I have known June for nearly a decade now. She is an excellent media professional, very professional, and great at her job. She has always been the most cooperative and supportive in any of the initiatives we had undertaken. It has always been a pleasure working with June.



CARL VAZ

PRESIDENT
Skal International India

June is a credit to our travel and tourism industry. Her wealth of experience in journalism is matched with strong in-depth knowledge of international & sustainable tourism. She is an industry influencer whose opinion I do value.



RIAZ MUNSHI

PRESIDENT
OTOAI (Outbound Tour Operators Association of India)

June is one of the most dedicated journalists and media professionals in the travel and tourism industry. Her passion for travel and extensive knowledge reflects in her well-crafted articles. She is also someone who never shies away from raising and supporting the industry's concerns and sharing her valuable insights as a travel analyst and industry influencer.

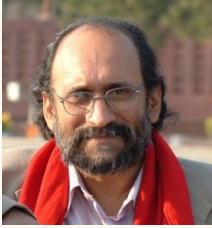


JYOTI MAYAL

PRESIDENT
TAAI (Travel Agents Association of India)

I have known June for many years in her various professional roles and seen her deep involvement in the overall tourism industry affairs. As a leading travel journalist of our industry, June adds value to any travel and tourism-related matter she gets involved in and acts as an industry influencer towards sustainable tourism development.

WHAT THEY SAY



PARANJOY GUHA THAKURTA

JOURNALIST, AUTHOR, DOCUMENTARY FILMMAKER

I have known both June and Priyam for several years and professionally interacted with them. I worked with June when she was a producer of live programmes for the television news channel leading the production team. I experienced first-hand her multitasking skills as a producer of live news and current affairs programmes; and her dexterity in leading a group of individuals with diverse backgrounds and expertise. Subsequently, I worked with Priyam while making a documentary film on international affairs. I learnt about his excellent multi-faceted capabilities as he not only led the documentary production team as the executive director but also edited the film himself. I also participated in various panel discussions on the television news channel produced by June and anchored by Priyam.



MOHAMMAD IQBAL MAHMOOD

PRESIDENT

BOTOA (Bangladesh Outbound Tour Operators Association)

June Mukherjee, the celebrated Bengali journalist has been working in the global tourism industry promoting our country Bangladesh relentlessly for the last 20 years. As a Bengali she has an added advantage of understanding our country, our culture, our sentiments and our aspirations. She is extremely well connected to the Bangladesh tourism industry at large and works with us very deeply round the year.



CHOWDHURY HASANUZZAMAN RONY

CONVENOR

BOTOF (Bangladesh Outbound Tour Operators Forum)

June Mukherjee is a fantastic tourism-friendly and Bangladesh-loving personality. She always keeps us updated, helps our operators to set tour plans for our outbound passengers with her knowledge. It's really a pleasure working with a media person like her. We wish her all the best for her future endeavours and hope it will be more fruitful & stronger business bonding between her organisation and us.

WHAT THEY SAY



SUMAN PANDEY

SECRETARY GENERAL / TREASURER, PATA (Pacific Asia Travel Association)

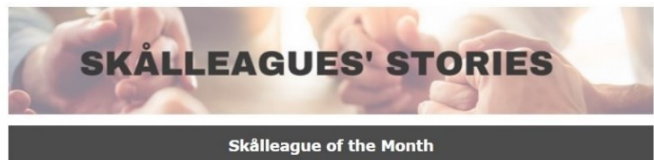
Many years back I invited June to visit Nepal for the first time and since then she became an integral part of Nepal travel trade industry making many friends among us. As a thorough journalist she has always been very closely connected to Nepal tourism's updates and developments and gave her valuable industry inputs for the betterment of the tourism industry at large. Her knowledge on tourism promotion of various countries is very deep and unique and it is always a pleasure to connect with her.



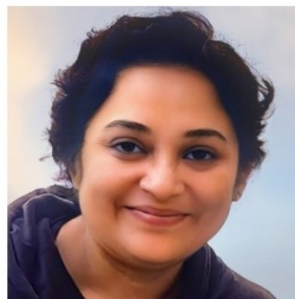
SURESH SINGH BUDAL

CEO, Nepal Chapter, PATA (Pacific Asia Travel Association)

I have known June for many years promoting Nepal Tourism not only as a journalist but also as an insider of the tourism industry person and taking up contemporary issues, especially on cross-border tourism in South Asia. She has always been in touch with our issues and has been supportive of promoting the agendas and initiatives pertaining to sustainable tourism development in the region.



This month we highlight **June Mukherjee**, member of **Skål International Kolkata (India)**. Let's find out more about her!



"June has worked with over 75 countries in tourism promotion, contributing to their marketing and publicity campaigns and helping shape their media communications."

A trailblazing career working in top media organizations spanning mainline television, travel exhibition, conference, print media, and digital platforms has positioned her as a unique and trustworthy strategist in the international travel and tourism industry.."

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