



## **Cooperative Education Report**

**Title: Project Management Journey of E-Mobility from Now  
and Beyond IEEE ITEC**

**Written by**

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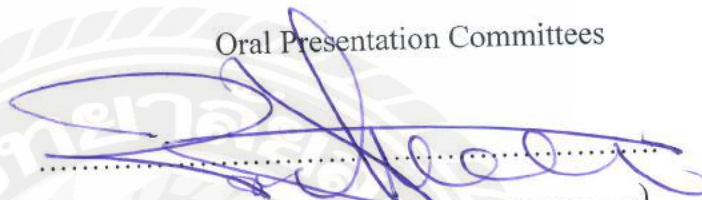
**This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration  
Academic Semester 2/2017  
Siam University**

**Title:** Project Management Journey of E-Mobility from now and Beyond  
IEEE ITEC

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

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**Major** : Marketing  
**Faculty** : Business Administration  
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### Abstract

Future of mobility is electrified and future mobility is green with the rising issue of air pollution major contribution is done through carbon emission gas that is being released by internal combustion engine. Since Electric car is the future with that issue I decided to join Electric Vehicle Association of Thailand (EVAT) to understand the industry scenario of Electric Vehicle by hiring as a trainee in EVAT. There were two project that is being operated by EVAT in the current time scenario. Charging station and IEEE International Transportation of Electrified Technology Conference(ITEC). I was much more interested to the IEEE ITEC as it was event management and also a conference discussing future of mobility targeting scholars, researchers, industrialist and EV. The major problem statement was making the event organized and role of communication for effective flow of message with both the participant and organizers. Email marketing, content marketing were the tools to deliver the message across all the participants and stakeholders. Various Project Management Constraints is also used during the planning and organizing perspective for effective and quality event.

*mjt*

**Keywords:** Electric Vehicle, Electric Vehicle Association Thailand, IEEE ITEC, Project Management

## **Acknowledgements**

Firstly, I would like to express my immense appreciation to Kathmandu College of management and Siam University for providing me such platform and opportunity. I express my deepest thanks to our principal Mr. Bishnu Raj Adhikari and Dr. Maruj for making it possible to access our potential and go for co-op education in practical manner.

The internship opportunity I had with Electric Vehicle Association of Thailand was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it.

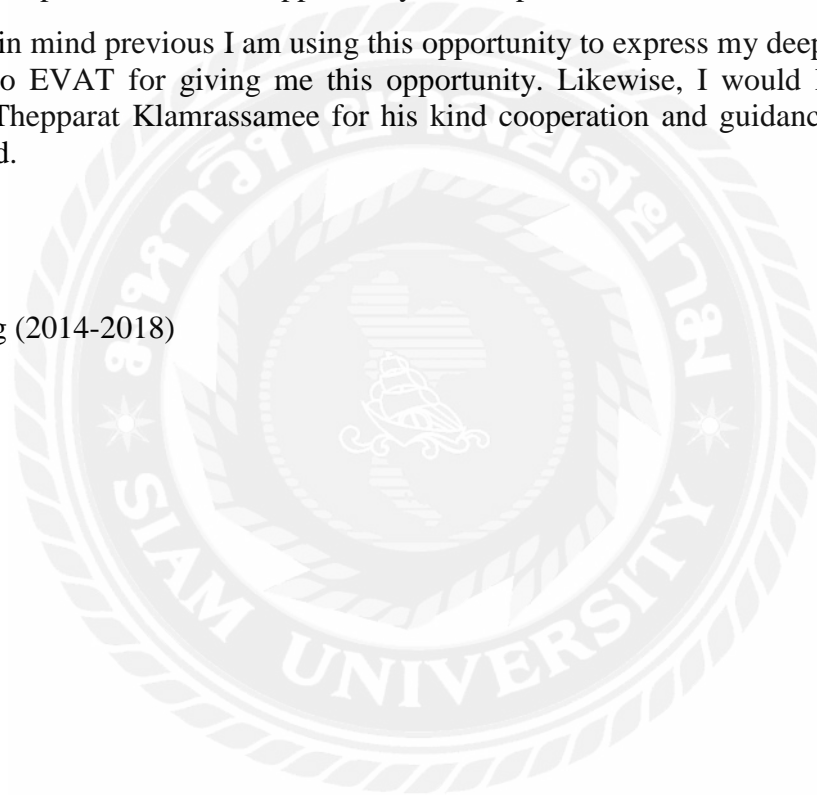
Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to EVAT for giving me this opportunity. Likewise, I would like to thank my supervisor Dr. Thepparat Klamrassamee for his kind cooperation and guidance throughout my internship period.

Yours sincerely,

Asmit Bazagain

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## List of Acronyms

IEEE: Institute of Electrical and Electronics Engineers

ITEC: International Transportation Electrification Conference

EVAT: Electric Vehicle Association Thailand

iEVTEC : International Electrical Vehicle Technology Conference

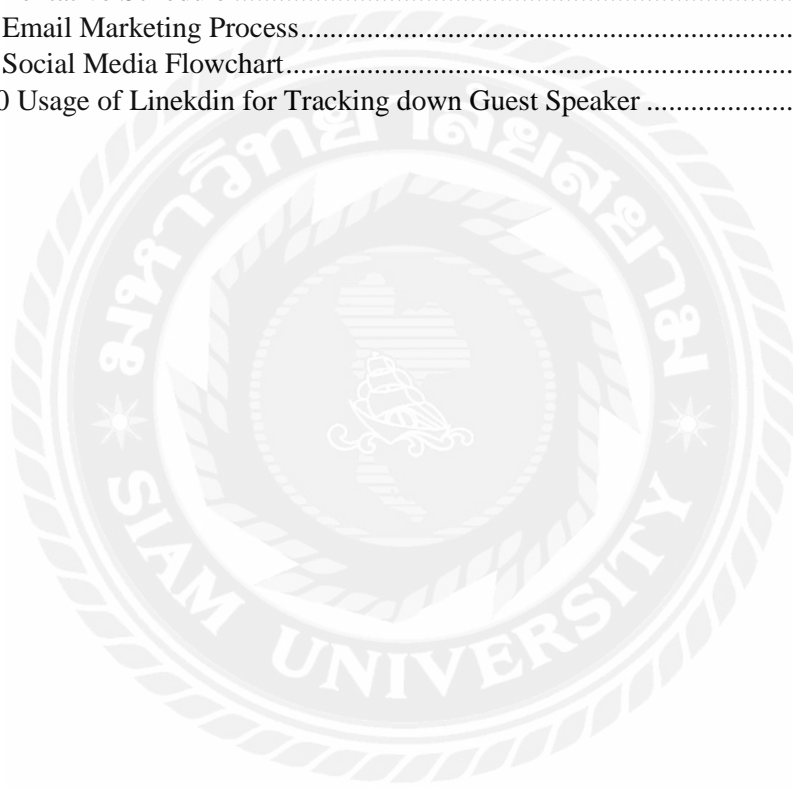
EV: Electric Vehicle

BBA : Bachelors in Business Administration



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## Chapter 1: Introduction

### 1.1 Company Profile

Electric Vehicle Association Thailand (EVAT) promotes the usage of Electric Vehicle in Thailand. Major goal of the establishment of this organization is the promotion of electric vehicle and reduction of road pollution especially in major cities.

It all started in 2015 when the Thailand government were concerned with the rising air pollution through the internal combustion engine cars and showed interest and an intended to promote Electric Vehicle and related technology. Government of Thailand was optimistic about Electric Vehicle production, Research and development process and its practical usage in Thailand. This initiation of Thailand Government urged people from academia and private sector in Thailand to begin wonder journey of Electric Vehicle Association of Thailand (EVAT) on September 14, 2015 at Knowledge Exchange (KX) building which later had been officially registered on November 6, 2015. (EVAT, 2018)

The EVAT support includes:

1. Industrial Manufacturing
2. Research and Development on EV Technologies
3. Providing subsidies for Charging station
4. Consulting for EV business ideas and growth

The basic objective of establishment of Electric Vehicle Association Thailand is to

1. To support knowledge exchange and innovative technology collaboration on Electric Vehicle (EV) and all related technologies
2. To support and consult on regulations, standards and operational solutions which will lead to a deployment, manufacturing, and research and development on the Electric Vehicle (EV) in Thailand.
3. To Promote and disseminate knowledge on appropriate and safe use of EV to the public

Electric Vehicle Association Thailand (EVAT) also started hosting an event targeted towards organization, institution and people who are interested in the automobile segment and EV sector. iEVTech and ITEC is an international platform to share and gather leading experts, researchers as well as sponsors and exhibitors from around the world that contribute the development of electrified transport technology toward the smart and sustainable transport.



## 1.2 International Electric Vehicle Technology conference (iEVTech)

International Electric Vehicle Technology conference (iEVTech) has been organized by the EVAT since 2016. This conference is created as a discussion platform for EV researcher and engineers as well as policy makers from Thailand and around the world to pool their collective strengths and exchange their information and knowledge to initiate and move forward into low carbon transport and emission free society.

The main focus of the conference is on the technology and innovation of the EV components, systems, standards and infrastructure related to efficient power conversion system for all type of electrified vehicles, including battery electric vehicles(BEV), hybrid electric Vehicles(HEV), plug-in hybrid electric vehicles(PHEV) and fuel cell electric vehicles(FCEV).

This year EVAT will be hosting 2018 IEEE International Transportation Electrification Conference & EXPO Asia-Pacific (ITEC-AP 2018) which will be held on June 6-9, 2018 in Bangkok, Thailand. This conference is a technical conference and industry exhibition dedicated to electrified vehicles and components, subsystems, and systems for all types of electrified vehicles and transportation system (land, air, space,and sea). (Thailand, 2018)

The main theme of the conference is focused on the following topics:

Conference Topics:

- Topic 1:** Power Electronics and Electric Motor Drives
- Topic 2:** Electric Machines and Actuators
- Topic 3:** Thermal Management, Packaging, and Optimization of Traction Drive Systems
- Topic 4:** Battery, Battery Management Systems, Chargers and Charging Infrastructures
- Topic 5:** Electric, Hybrid Electric, and Plug-in Hybrid Electric Vehicle System Architectures
- Topic 6:** Connected and Automated Vehicles, Smart Mobility, Intelligent Transportation Systems, and Vehicle Security
- Topic 7:** Smart Grid, Electrical Infrastructure, and V2G/V2I Applications
- Topic 8:** Electrification of Heavy-Duty and Off-Road Vehicles
- Topic 9:** Electrical Systems and Components for Sea, Undersea, Air, and Space Vehicles
- Topic 10:** Modeling, Simulation, and Control
- Topic 11:** Codes, Standards, Policies, and Regulations for Transportation Electrification

### 1.3 Organizational Structure

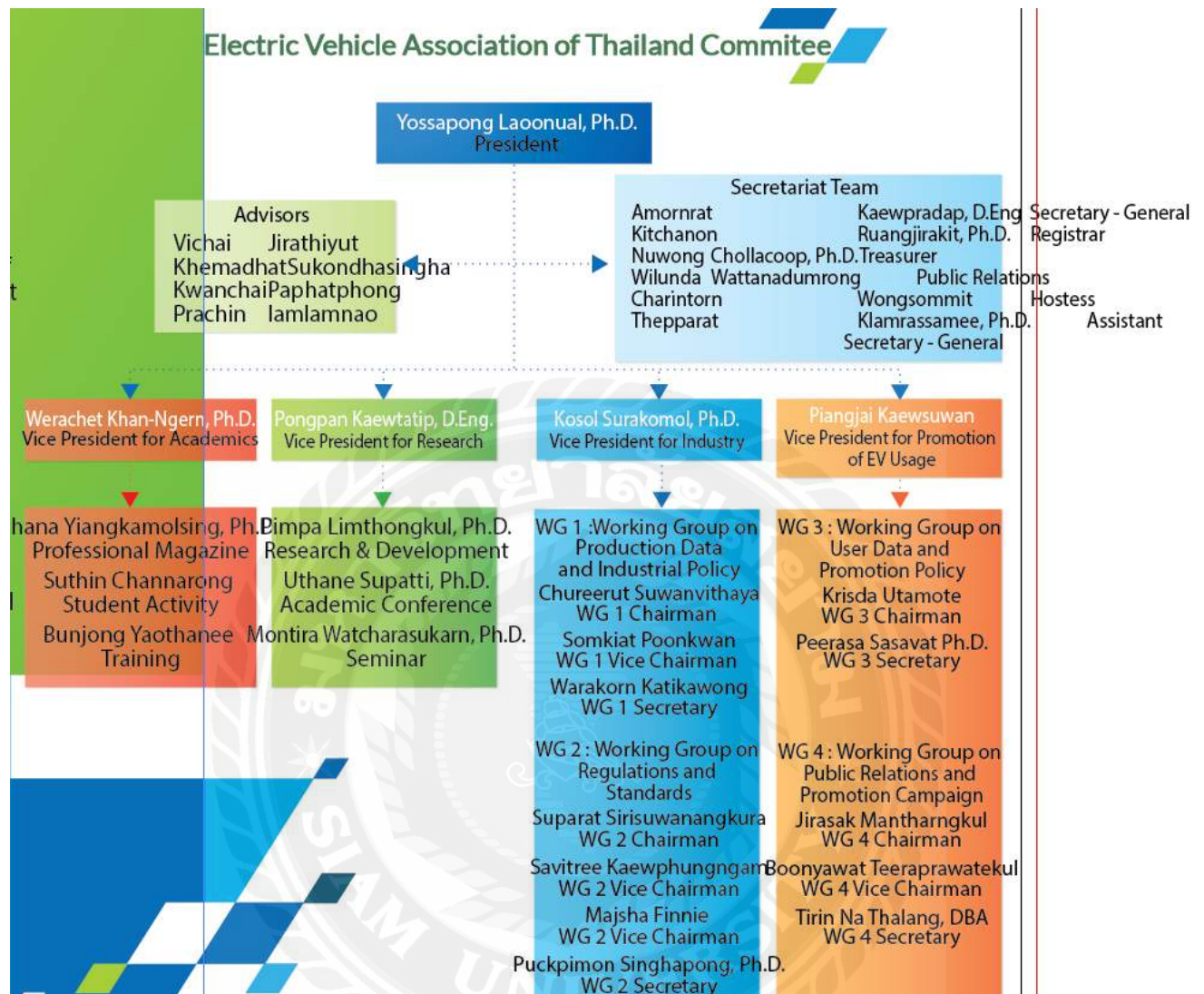


Figure 1 Organization Chart EVAT

#### 1.4 Statement of the report

For students of BBA only theoretical knowledge is not enough for handling the real life business scenario. Internship is the is great opportunity for the student to know about the how the business is being conducted. As per the requirement of the study I prepared this report on “i-TEC AP 2018” which includes an event management and settlement during the procedure and business analysis of the company through the event. Role of promotion is also highlighted throughout the report for the effective event. Electric Vehicle Association of Thailand is a committee which includes experts in the automobile field and also academics. Every year EVAT organizes a technical conference with all the expertise to talk about future of mobility. This report aims to find out how the proper event management and planning helps in promotion aspect of the event.

#### Statement of problem

1. What is role of communication for the success of the project or event management?
2. Lack of English speaking staff causing barriers to communication?

#### 1.5 Objectives

The objective of this report is to provide overall view of event management and planning procedure for the successful conference and project management and how the project life cycle that is different phases such as initiating, planning, performing and closing. Throughout this project I would like to highlight these aspects mainly for the successful project management. Also various professional and personal objectives are highlighted below:

- To explore the theoretical aspect of project management tool
- Understanding of EV industry
- Learn how online content marketing works
- Gain insights of the EV industry

#### Scope of study:

This report will consist of understanding and evaluating marketing, event planning and promotion aspect in the field of automobile industries especially in the EV sector. Various factors are there for the aspect of balancing project constraints. Factors constraining project success are scope, Quality, stakeholders, schedule, schedule, Budget, resources, risk and finally customer satisfaction.

Considering the above constraining report also includes the details of EVAT and ITEC AP event. It consists of the writer’s observation and on the job experience. Report includes the sequential activities that was carried for the purpose of the event planning. Focus of the report will be also how the sponsors for the event get benefited through the event like this and how their brand equity also increases by it. Since, i-TEC AP is the international event where people all over the world

come and discuss the Future of EV topics, and how the organization EVAT gets benefited PR through it.

### 1.5 Expected outcomes

1. Successful Event Management
2. Team work is vital for the project success
3. Always room for improvement
4. Importance of digitalization for successfully spreading the content
5. Importance of skills Photoshop, Email Draft, adobe illustrator, Web Make Easy
6. Feedback and recommendation from the participants and sponsors

### 1.6 Limitation of study

Internship is the gate to the professional world but yet it has some drawbacks and issues that are to be limited. I have listed some of the limitation that I faced during my internship process.

- Internship is not serious job and hence the prospect is given an ordinary role to be carried out despite the skills that he/she possess
- As EVAT is the Thai based company and the official language used was Thai language there was a language barrier, even the ITEC AP is the international event in the planning procedure maximum language that was used is Thai language.
- Limited access to the company client information.
- Have to wait for the meeting to clear doubts and issue

## Chapter 2 : Literature Review

Basically i-TEC AP is the event that is being conducted by EVAT alongside the big organizer company UBM. The week is designated as ASEAN Sustainable Energy week which is happening at BITEC, Bangna, Bangkok, Thailand. The conference will help to create a concrete network of the electric vehicle enthusiast and development of EV with knowledge sharing sessions on the technologies, innovations and science behind EV from around the world.

For the successful project management there are various constraints that is needed to be considered, evaluated and applied. These are the project evaluation constraints that will be considered in terms of IEEE ITEC are as follow (Manager, 2018)

- Scope
- Quality
- Stakeholders
- Schedule
- Budget
- Resources
- Risk
- Customer Satisfaction

The **scope** is the first thing to begin the project. Sorting out all the things that is needed to be done before the project is signifying possibilities. In case IEEE ITEC AP the event concept had already started in 2016 with the idea of iEVTEC. Basically it is a platform created for the researchers, industrialist and investors who are interested in EV sector. Since the idea had already generated the main goal and scope of this year is to organize event better and bigger event. This year iEVTEC will be organizing with collaboration with IEEE ITEC.

**Quality** of the project should be maintained for the effective project management. IEEE ITEC AP is an event where all the researchers present their idea with their paper work to the scholars one and get evaluated. For the quality maintenance part of IEEE ITEC on time paper submission, paper evaluation, paper confirmation, payment method, payment system, venue fixation are the constraints on which the it would be evaluated. In short the project scope shall be reached for the good quality of the project. Sponsorship deals are also the basis on which quality is determined. Do make the event grand the guest speaker should also be the best in the sector so that the participants can have good channel of network.

**Scheduling** is the vital aspect of any project management. In case of IEEE ITEC AP the tentative date of the event that is 6-9 june 2018 was already fix on previous iEVTEC event organized by

EVAT on 2017. Since this is the conference targeted to the research student who are in the mechanical engineering field. There is various protocol to be followed. Paper submission deadline was on 25<sup>th</sup> February 2018, and then the acceptance notice was sent to 31<sup>st</sup> March 2018. After the paper had been accepted authors should upload the camera ready manuscript to check the copyright purpose. The early bird registration deadline was until 15<sup>th</sup> of May 2018. All the papers that had been accepted successfully should have paid the designated amount. The program is officially scheduled for 6-9<sup>th</sup> of June 2018.

**Various resources** are needed for the successfully completing the Event. Resources such as people, material, equipment, gadgets etc are required to carry out the task of the event. Human resource having positive mindset and required set of skills is the vital aspect of the successful event. Communication is the important aspect in the organizing team of IEEE ITEC. Communicating message to the participants regarding all the issue of their problems and solution was needed for the clarification. Also with the organizing parties like knowing the current of rooms that would be required for hosting of the event.

**Risk** is there in every project. In case of IEEE ITEC the risk that we faced was the risk of people who research paper was already received but the payment was undone. It would be the lost for the organizing committee as the expense of the venue and the banquet charge would have already been predicted and paid. Another was of technological risk as for the payment system. The risk that we faced during the payment procedure was system failure. Due to which major of the participants who are authors, delegates, reviewer, student and one-day pass scheme could not pay the exact price as wanted.

The ultimate goal of any product in this case the event IEEE ITEC is the **customer satisfaction**. Word of mouth is the best marketing strategy that any company can get for the appreciation of work. The participant and the sponsors are the main who need to have gained and be satisfied by their participation in the event. Maintaining high value of quality and organized and scheduled event is the landmark of the successful event. Sponsorship gain as in the brand awareness amongst the participant and highlighting the brand equity throughout the event.

## Project life Cycle

Usually project life cycle has four phases (Management, 2018)

- Initiating
- Planning
- Performing

- Closing



Figure 1 Project Life Cycle (Management,2018)

## Initiating

The first phase of the project management is identifying opportunity. Electric Vehicle Association of Thailand has been organizing the iEVTEC from 2016 as a forum for electrical vehicle researchers and engineers furthermore as policy manufacturers from Asian nation and round the world to pool their collective strengths and exchange their info and data to initiate and move forward into low-carbon transport community. The initiating part of the event has already begun. This year with conjunction with the ASEAN Renewable energy week that is happening on 6-9<sup>th</sup> of June 2018 EVAT alongside with UBM is organizing iEVTEC & ITEC AP 2018. In 2018 EVAT plans to do even better and good event.

The main focuses of the conference square measure on technology and innovation of the electrical vehicles, components, systems, standards and infrastructures associated with economic power conversion system for all kinds of electrified vehicles, as well as battery electrical vehicles, hybrid electrical vehicles, plug-in hybrid electrical vehicles and electric cell electrical vehicles. the most theme of the conference is targeted on the subsequent topics.

## Planning

Before jumping in and starting a project, organizing team should take ample of time for the proper and concrete plan. Project road map is necessary to layout for achieving project scope. The planning involves on determining what is to be done, how to get it done, who will do it, who will do it , how long will it take , how much it will cost ( budget) and what are the risk . It is very important to plan the work and then work the plan. If we don't carry out the work out plan than it would lead to chaos and unmanaged environment which would led to bad brand image of the event.



It is also important that the team of people who are involved in organizing or performing the project also participate in planning the work. These people are the one who are the most knowledgeable people who would know the details of the event.

When I joined Electric vehicle association of Thailand the IEEE ITEC planning procedures had already started. There was already a framework of work activities that was to be executed. The team had people from various sectors working actively in automobile and management sector. Every month there would be a committee meeting where the various discussions were done about the activities that has been done and what are the activities that is to be done in the future. Planning activities would include organizing the paper submission system, payment system, follow up with the guest speaker. IEEE ITEC committee members had already planned a agenda and the whole team who are designated as the organizing team members would be working on accomplishment of agenda that were discussed in the meeting. UBM are also organizing IEEE ITEC members who will be helping IEEE ITEC AP for venue management, food and accommodation and on the site human resource that is needed to manage the event.

The tentative planning of the project is as follows:

**PROGRAM AT A GLANCE**

Date	Morning	Afternoon	Evening
6 June 2018	IEVTech 2018 Opening Ceremony In Conjunction with International Conference: The Future of ASEAN'S Energy, Journey E-mobility – Smart Grid – Smart City	ITEC-AP 2018 Opening Ceremony	Networking Reception hosted by UBM
7 June 2018	Technical Session	Technical Session	
8 June 2018	Technical Session	Special Invited Speaker Session & Closing Ceremony	Banquet hosted by EVAT & Honda
9 June 2018	Cultural Tour		

Figure 2 Program at glance

On the 6<sup>th</sup> June of 2018 it's is planned as three different sessions morning, afternoon and evening. On morning it is opening ceremony of iEVTEC & IEEE ITEC AP 2018 with conjunction ASEAN renewable energy, afternoon session would commence the official ITEC AP 2018 opening session where there are various guest speakers and topics that is to be discussed and in the evening time it would be networking sessions. On the 7<sup>th</sup> of June the whole day is technical sessions. Technical sessions are the presentation done by who have submitted their paper and has been successfully been accepted. On the 8<sup>th</sup> of June it is technical sessions, guest speaker presentation and closing ceremony and in the evening time it is networking sessions. On the 9<sup>th</sup> June organizing committee has planned for a cultural tour to show the culture, food and around the Bangkok city.

### Performing

The third phase of the project is performing and is the most important part also as the execution is everything. This phase will result in accomplishments of the objective of the project. In this phase



it is necessary to monitor and control in order to make sure everything is going as planned. For the measurement of the actual progress it is very much important to track which set of activities or task has been started and completed as desired. In the duration of project whenever the compared result of actual progressed plan is running behind the schedule of the actual progress the prompt action should be taken. The problem that might encounter during performing the project are running behind schedule, overrunning the budget, technical difficulties.

The first performing activity done was making marketing template as to get the message to the interested people who would be interested in the event. The promotion activity was done through Email marketing. Database of previous event was very much helpful. Second performing activity was designing a system where authors could upload their papers and get notified in case of acceptance. Third activity was designing the payment system so that authors, delegates and participants who wants to pay for the event can pay earlier and get the registration successful. Seeing the accepted rate of papers people coming we as a organizing team also had to predict the numbers of room that is required to host the conference.

### **Closing**

The final phase of the project life cycle is the final touch which is closing part. The procedure of the closing action includes collection of the payments, evaluation of the staff work performance, documents that are to be submitted and closed off officially. All the important task that is needed to be done such as evaluation performance of the project. The organizing team should learn about the positive outcomes and plan to make the future event more grand and more successful along with mindset of improving the event status in the future days.

Also the feedback from the participants, sponsors is very much important to know the successful.

## Chapter 3: Methodology

### 3.1 Roles and Responsibility assigned by the company

I have been assigned as a paid intern in Communication department and also said to project manager trainee. As an intern my main responsibility was to assist EVAT secretariat team to organize IEEE ITEC event. However, I have listed following responsibilities and assignment I was assigned to:

1. Communication Intern, dealing with international clients especially tracking down guest speakers regarding EV technology for the conference of ITEC AP 2018 6-9 June 2018. I was held responsible for tracking down keynote speaker via email and LinkedIn helped a lot in this scenario. Their updates regarding biography, abstract of the paper that they want to present on the conference. Also their status regarding flight and accommodation was handled by with coordination UBM.
2. Organizing team and Project Manager Trainee of global series of International Transportation Electrification Conference & Expo Asia Pacific ITEC 2018 AP E-mobility: A journey from Now and Beyond. Another responsibility given by me was I was also the part of the organizing team of the IEEE ITEC. I had to think like an organizer
3. Brochures design with Adobe Illustrator for marketing materials: Editing skills were also requirement as per the job description.
4. Website Design and update for the ITEC AP 2018
5. Checking official email of ITEC AP
6. E-Mail Marketing

Trainee job at Electric Vehicle association of Thailand was a challenging making the major obstacle as language barrier. But the task and activities performed has helped me to grow both personally and professional.

These are the set of activities that are done by me a trainee for Electric Vehicle Association of Thailand.

#### Official email of IEEE ITEC AP 2018

I was held responsible as the main communication part between the participants, keynote speaker, and organizing partner UBM. I have been looking for the all the emails, queries that various people asked and with the discussing with the organizing team providing feedback was one of the vital aspect that I performed during the trainee sessions with Electric Vehicle Association of Thailand.

Drafting invitation letter was the crucial documents that I executed. As many of the participants were coming from outside of Thailand and mainly china. For the visa procedure they are needed

official invitation letter from the event officially and with consulting with the organizing team I drafted an official letter whose paper had been successfully accepted and sent through official website of IEEE ITEC AP.

Tracking keynote speakers is also very much vital. Through the personal and professional keynote speakers from countries like UK, Japan, Singapore and Netherlands were being finalized. My responsibility was to track their status like flight details, presenters biography, abstract of the presentation they want to deliver for the purpose of the website to keep the participants and stakeholders informed and also for the purpose of proceeding. This would also include the data for the purpose of launch, reception and dinner. By this data it would be easier as an organizer to know the status of the keynote and guest speaker.

Payment and registration letter was also another important document that I drafted. Authors and participants who paid their designated amount were officially notified through the official website of IEEE ITEC. And those who have not paid would be notified by email as well.



## Chapter 4. Results and Findings

### 4.1 Contribution of student made during the internship

#### Upgrading of website

In this era of digitalization website is one of the best tool for spreading the news and communicating all the agenda to the participants. Participants who have enthusiasm could check <https://www.itec-ap2018.com/> for the details of the event. As IEEE ITEC is an international event not Thai based. My responsibility was go to give an international touch to the website so that people who were checking the website could get the information as desired.



Figure 1 Official IEEE ITEC AP

The other crucial part of the event management is to keep updating the prospect about the recent thing that is happening. Information is the key to success for the event Planning. In this generation of IOT creating website and sharing information has been helpful to share the date and can be viewed worldwide at anywhere anytime. My task was to update official website of the IEEE ITEC with the latest announcement, key note speaker update, visa issue update, program details, exhibition and nearby hotel recommendation for those who needed.

#### Digital Marketing: Content Marketing E- Marketing

Electronic Marketing (E-Marketing) can be said a modern theory and a modern business practice which involves marketing of products, ideas, concepts, services and information through electronic means or as said internet of thing (IOT).

Email has been the professional medium for the exchange of information. For the purpose of the i-TEC AP event proceeding content was developed and sent an email to the prospect client as the part of our promotional campaign. There was basically two types of marketing material designed one for the academics like professors and other one for those who are coming at the event.

Example of the content marketing used during email marketing:

**ITEC 2018** Asia-Pacific

In conjunction with **EVTech 2018** and **ELECTRIC VEHICLE ASIA**

**IEEE International Transportation Electrification Conference & EXPO Asia-Pacific**

**E-Mobility: A Journey from Now and Beyond**

6<sup>th</sup>- 9<sup>th</sup> June 2018 at BITEC, Bangkok, Thailand

[www.itec-ap2018.com](http://www.itec-ap2018.com)

Technical Tracks	Important Dates
<ul style="list-style-type: none"> <li>Power Electronics and Electric Motor Drives</li> <li>Electric Machines and Actuators</li> <li>Thermal Management, Packaging, and Optimization of Traction Drive Systems</li> <li>Battery, Battery Management Systems, Chargers and Charging Infrastructures</li> <li>Electric, Hybrid Electric, and Plug-In Hybrid Electric Vehicle System Architectures</li> <li>Connected and Automated Vehicles, Smart Mobility, Intelligent Transportation Systems, and Vehicle Security</li> <li>Smart Grid, Electrical Infrastructure, and V2G/V2I Applications</li> <li>Electrification of Heavy-Duty and Off-Road Vehicles</li> <li>Electrical Systems and Components for Sea, Undersea, Air, and Space Vehicles</li> <li>Modeling, Simulation, and Control</li> <li>Codes, Standards, Policies, and Regulations for Transportation Electrification</li> </ul>	<ul style="list-style-type: none"> <li>31 January 2018   Paper Submission Deadline</li> <li>31 March 2018   Acceptance Notification</li> <li>30 April 2018   Camera-Ready Manuscripts Deadline</li> <li>7 May 2018   Early Bird Registration Deadline</li> <li>6-9 June 2018   Conference and Exhibition</li> </ul>

ITEC Asia-Pacific 2018 Call for Papers is now open. The conference is hosted by the Electric Vehicle Association of Thailand (EVAT) together with UBM Asia (Thailand), co-sponsored by IEEE IAS, PES and PELS, and received support from IEEE PES Thailand Chapter, IEEE Joint IAS/IES/PELS Thailand Chapter and ECTI as Technical co-sponsors. The ITEC Asia-Pacific 2018 serves as a forum for researchers and engineers from around the world to exchange their information and knowledge on electrified transportation technologies.

Organized by: EVAT, IEEE

Sponsors: IAS, PES, PELS

Technical Co-sponsor: ECTI, PES Thailand Chapter

Supporter: UBM

**Contact us**

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Tel : +66 (0) 86-390-3339 E-mail : [itec-ap@evat.or.th](mailto:itec-ap@evat.or.th)

Figure 2 Marketing Template for informing ITEC AP

Other online promotions by the website, social media platform such as facebook page of EVAT of the latest guest speaker updates :



**Opening Ceremony**

**ITEC 2018**  
Asia-Pacific  
In conjunction with

**IFV Tech 2018** **ELECTRIC VEHICLE ASIA**

**6 JUNE 2018**  
🕒 12.30 - 17.00 📍 Room GH202 BITEC, Bangkok

**Invited Speaker**

**Congratulatory Remarks**  
H.E. Mr. Kees Rade  
Ambassador  
Embassy of the Netherlands, Bangkok

**Keynote: "Investment Promotions for xEV and Components in Thailand"**  
Ms. Duangjai Asawachintachit  
Secretary General  
Board of Investment, Thailand

**Keynote: "BNEF's Electric Vehicle Outlook (EVO 2018)"**  
Mr. Colin McKerracher  
Head of Advanced Transport  
Bloomberg New Energy Finance Global, UK

**Keynote: "Honda's Electrification Strategy and Possibility of New Mobility Concept"**  
Mr. Nobuyuki Aoyama  
President  
Honda R&D Asia Pacific Co., Ltd, Thailand

**Panel Discussion Session**  
"How does electric charging infrastructure and its interoperability unlock the barriers to EV Adoption?"

**Moderated by**  
Ms. Caroline Capone  
Coordinator  
Sustainable Transport Projects - O.Z. Thailand,  
German Agency for International Cooperation (GIZ)

**Panelists**  
Mr. Keith Hardy  
Director - U.S. EV Smart grid interoperability  
Center of Argonne National Laboratory, USA

Mr. Christian Wiedmann  
President of BMW Group Thailand

Dr. Nuwong Chollacoop  
Committee, Electric Vehicle Association of Thailand &  
Head of Renewable Energy Laboratory,  
National Metal and Materials  
Technology Center (MTEC), Thailand

**Register Now to Avoid Disappointment**  
Online Pre Registration by 2 June 2018 at [www.itec2018.com/registration](http://www.itec2018.com/registration)

**Special Day Pass**  
Member \$50 (~1,450 Baht)  
Non-Member \$75 (~2,475 Baht)

See the full program at <https://www.itec-ap2018.com>

Figure 3 Marketing Material : Opening Ceremony Guest Speaker

## Web Portal usage as the vital Communication Platform

The other crucial part of the event management is to keep updating the prospect about the recent thing that is happening. Information is the key to success for the event planning. In this generation of IOT creating website and sharing information has been helpful to share the date and can be viewed worldwide at anywhere anytime.

## Scheduling

Scheduling is very important aspect if the event management. There all together 11 topics and 72 papers that had been accepted. With respect to the key note speaker and agenda the organizing committee had drafted the responsibility of me as a trainee was to update with the designated person who was responsible for the scheduling. I drafted tentative schedule for 6-9<sup>th</sup> June of the event considering participants, keynote & guest speakers, breaks etc. My drafted schedule was further reviewed by the supervisor and the person who was assigned as a task of scheduling the tentative time table.

### Important Dates



Figure 4 Tentative Schedule

## 4.2 Details of related learning process and new knowledge student has received

Maintaining and updating website Information was the new thing that i had gained during the internship. I had never been involved in such sector before. Editing skills is required to update the website with the right information so that it would look attractable and eye catching.

Using of Adobe illustrator was also one of the other tools that I applied for the purpose of marketing material editing platform such as adobe illustrator is used. Through the proper guideline and supervision of my supervisor I was trained to do editing skills in the adobe illustrator for the purpose of designing content marketing material.

Email is one the frequent used tool for communication in the professional world. Before I used to think email as just a messaging tool but its beyond that. There are various functions that we can do through email such as business letters, meeting invitations, publications

Overview of electric vehicle industry was also known through the internship period. What is happening new in the EV technology around the world through the period of internship I was able to update it. Importance of charging station network to promote electric vehicle was noticed. And most importantly policy makers(government) play a vital role in promoting EV.

## Findings



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Figure 5 Email Marketing Process (Canva Email Marketing)

Email has been a strong medium for the promotion of the campaign and letting know the prospect of what is going on the current status and scenario of the project. These are some the of crucial steps taken during sending out information to authors.

With the data base of the participant and objective and agenda the campaign could be easily identified and started. For example, the campaign such as notifying authors or participants of the payment. Due to the viable data base with the tool of email it could be send and feedback received would be the viable information for keeping up the update of the participants.





Figure 6 Social Media Flowchart

Digital marketing and social media has been the best tool for the online promotion of the content that has been developed. Email marketing is for the limited ones and social media has been the viable tool to reach a huge mass. Through the Facebook pages and website the news and updates of the official program IEEE ITEC AP.

Major problem was tracking down of the keynote speakers and through the usage of LinkedIn it was made successfully. Many people who are in the professional sector seems to be active in LinkedIn and responded.

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