

GOV'T AGENCY

CASE STUDY



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Client:

THAC

Thailand Arbitration Center

Background

Thailand Arbitration Center (THAC) is Thailand's leading association for mediation and arbitration. Their goal is to resolve conflicts peacefully and without lengthy lawsuits. To educate people about alternative dispute resolution (ADR) they provide courses, seminars, and public events to which speakers and professionals from all around the world are invited.

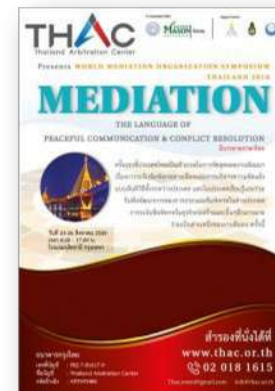
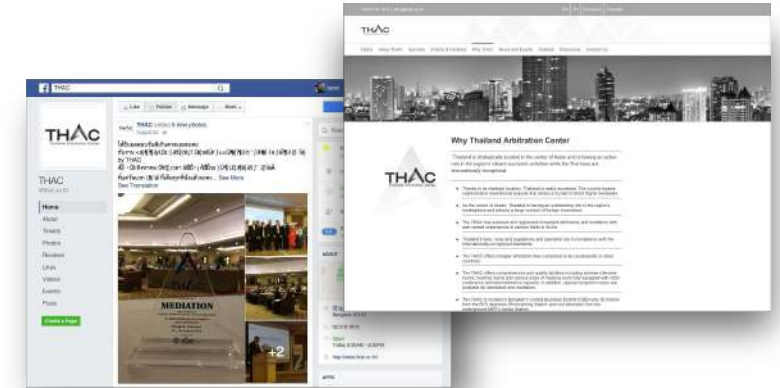
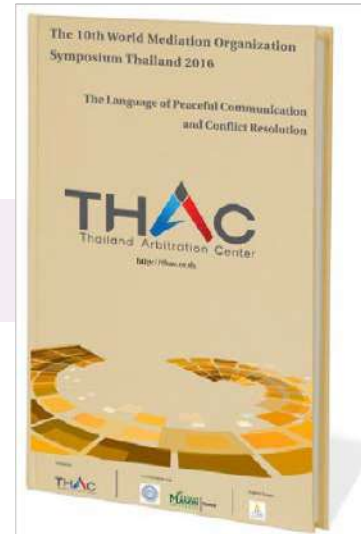
From August 23-26, 2016, THAC hosted Thailand's first WMO symposium titled "Mediation – the Language of Peaceful Conflict Resolution", a conference with both local and international speakers. More than 80 attendees per day were expected from both sponsors and participants from Thailand and overseas.



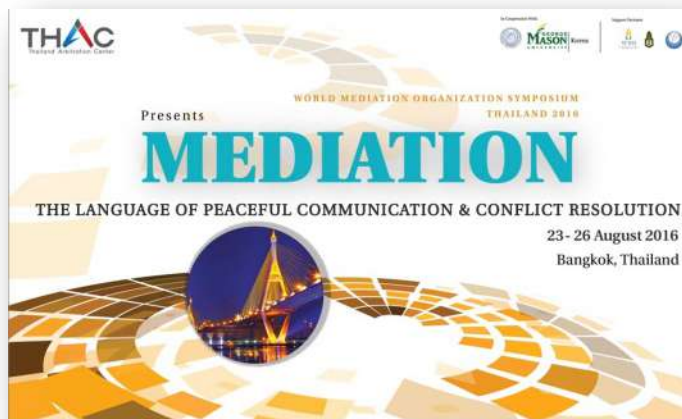
Approach

THAC hired Midas PR to plan the full event and handle all PR and communications related tasks. This included building and managing a website and Facebook page for the event, coordinating details with the Dusit Thani Bangkok Hotel, the event venue, sending press releases, inviting VIPs, coordinating transfers for international speakers, and hiring the MC.

Midas PR was also asked to provide full graphic design support for all materials including agendas, certificates and backdrops.



Design Samples



THAC bring The 10th World Mediation Organization Symposium to Bangkok on August 23 - 26, 2016

FOR IMMEDIATE RELEASE

Bangkok, Thailand, June 28, 2016 - The Thailand Arbitration Center (THAC) in collaboration with the World Mediation Organization (WMO) and with George Mason University Korea (GMUK), will host the annual World Mediation Organization's 10th Symposium for the first time in Bangkok, Thailand from August 23 - 26, 2016. The four-day event will be held from 8.30 to 17.00 at Dasi Hall, Dasi, Thani Bangkok Hotel.

The overarching theme for the historic symposium is "Mediation: The Language of Peaceful Communication and Conflict Resolution". The agenda has been carefully curated to include engaging talks and presentations from leading industry professionals, as well as provide guests with time to network with fellow professionals, academics and scholars interested in mediation and conflict resolution from across the globe.

This symposium will bring together some of the world's greatest visionaries, forward thinkers, mediation experts and inspirational speakers, including lawyers, academics, government representatives and members of international organizations, non-governmental organizations and peace movements.

Daniel Erdmann Director and Founder of the WMO notes, "The World Mediation Organization is in its 10th year and we are excited to announce and cherish this newly formed bond with the Thailand Arbitration Centre (THAC) and George Mason University Korea (GMUK) in our anniversary year. The WMO Symposium Bangkok 2016 will be a fantastic event involving students, ADR practitioners and experts in the field of dispute resolution. New conceptual features that focus on bringing to the table the necessity of dealing with trans-border and trans-cultural diversity were implemented to the schedule and likewise confirm the importance of our mission."

Tickets can be purchased at <http://www.thac.or.th> or <http://thabangkok.eventbrite.com>. The 4-day package starts at THB. 18,000 early bird rate excluding accommodation before July 15th, normal rate is THB. 20,000.

For all the latest information on the upcoming The 10th World Mediation Organization Symposium Thailand 2016, please contact us at info@thac.or.th

Photo Release

For immediate release

September 6, 2016

THAC Successfully Hosts the First WMO Symposium titled "Mediation - The Language of Peaceful Communication and Conflict Resolution" in Thailand



BANGKOK, THAILAND: The Thailand Arbitration Center (THAC) in collaboration with the World Mediation Organization (WMO) and George Mason University Korea (GMUK) recently hosted the first international symposium on mediation, the World Mediation Organization Symposium in Bangkok, Thailand, under the title "Mediation - The Language of Peaceful Communication and Conflict Resolution". Held at the Dasi Thani Bangkok Hotel, the four-day symposium attracted around 100 attendees to hear the international group of speakers THAC had invited. They came from all corners of the world, including Georgia, Korea, Hong Kong, New Zealand, and the United States to share their insights about a great variety of topics related to mediation, its application and conflict resolution. As the leading center for alternative dispute resolution (ADR) in Thailand, THAC took the initiative to organize this symposium and showcase Thailand as a regional hub in the domain of mediation and peaceful conflict resolution. At this event, THAC inspired attendees and speakers to further pursue the goal of promoting mediation as the best way to deal with conflicts.

Results



Even with the many moving parts, frequent changes and updates during the organization of this event, Midas PR was able to get relevant media coverage and create significant awareness for the event, which attracted around 300+ attendees over the four days as well as the participation of several relevant organizations such as the World Mediation Organization, King Prajadhipok Institute Bangkok, Mahachulalongkornrajavidyalaya University Bangkok and George Mason University Korea, to make the event more attractive to the Thai community.

All the participants from overseas and from Thailand were thrilled with the event and according to the post event survey 80% said they would attend future THAC events.