

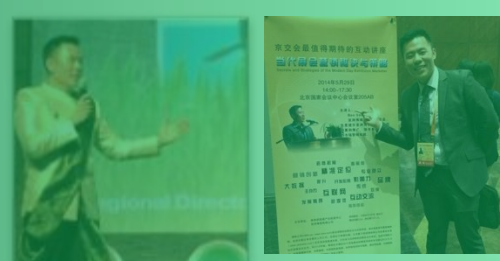
BVM Consulting

Mind | Marketing | Management



Ben Veechai
Founder of BVM Consulting Ltd.

Overview 2025



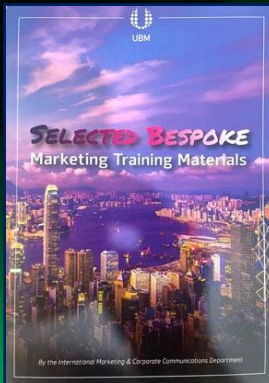
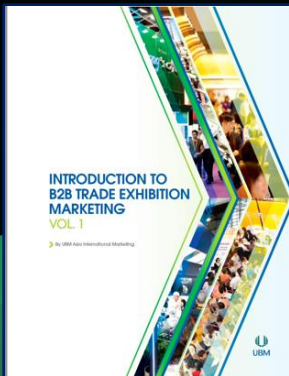
About Ben Veechai

Ben Veechai is the founder of BVM Consulting Ltd., which specializes in training and consulting within the exhibition, conference, and events industry.

Born in Bangkok, Thailand, and raised in the United States, Ben attended Boston University's School of Management and later obtained an MBA with distinction at the University of Hong Kong. Whilst in the US, Ben spent several years working for B2B and B2C media brands including International Data Group's (IDG), PC World, Macworld, and InfoWorld publications. Ben later joined UBM Americas serving as the Marketing Director for the company's Game Developer division—producers of the Game Developers Conferences® and publications-- for nearly five years. In 2011, Ben moved to Hong Kong to serve as Vice President of Marketing & Corporate Communications for UBM Asia through 2020 and through the company's acquisition by Informa. During this period, Ben coached and mentored 400+ marketers who organized over 130 shows annually towards outperforming success. Ben also most recently worked under jwc GmbH serving as a Senior Consultant of Event Marketing and MD of jwc's Southeast Asia operations for three year.

With over 20 years of corporate and direct marketing experience in media and events, Ben regularly speaks at worldwide MICE events as well as guest lectures at universities on the topic of events, marketing, customer insights & experience, and career development. Driven by a passion for event teams to excel, Ben's unique style of coaching has transformed good events into great events, and great events into recording breaking ones.

Books and Training Guides Authored/ Co-Authorred



More About Ben Veechai

"I believe a healthy body, mind, and spirit contributes to overall personal and professional success."

Ben Veechai is also co-owner of the BASE Bangkok chain of HIIT fitness studios in Bangkok– 'Asia's Gym of the Year' and consecutive winner of 'Best Fitness Studio in Bangkok.'

Learn more about BASE basebangkok.com



Appendix: Recent Speaking Engagements

A man in a dark suit and light blue shirt is standing on a stage, gesturing with his hands while speaking. Behind him is a large screen displaying several images: a woman in a red jacket, a woman in a black dress, a crowd of people, a man with glasses, and a person wearing a pixelated mask and a brown jacket. The audience is visible in the foreground, looking towards the stage.

UFI Asia Congress 2024 Macau SAR

Event Directors Workshop Designing Amazing Events



62nd ICCA Congress 2023

Designing Amazing Event Experiences



UFI Asia Congress 2023 Kuala Lumpur, Malaysia

Designing Amazing Events



TEA GED, Bangkok Thailand 2024 (Thailand Exhibition Association)

Transforming and Thriving in the New Era of Exhibitions of the Next 3 Years



Recent events directly worked on or coached (2023 - 2025)

infocomm | 北京
CHINA

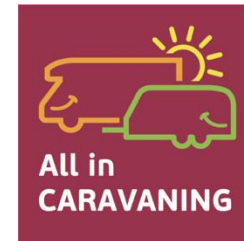
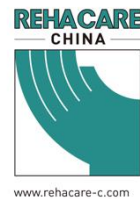
infocomm
INDIA

infocomm
ASIA

DRONTECH
ASIA 2024



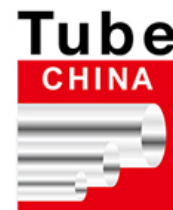
CYBERSEC



ASIA



Health&innovation
Asia

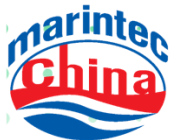
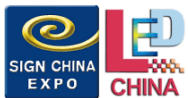


Events directly worked on or coached (shortlist)

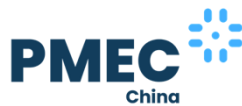
Livestock/Agriculture



Technology



Health



Hospitality



Energy



Furniture



Machinery



Lifestyle



Jewellery

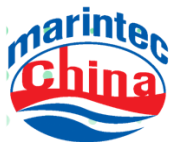


Events directly worked on or coached (shortlist)

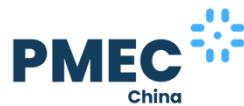
Livestock/Agriculture



Technology



Health



Hospitality



Energy



Furniture



Machinery



Lifestyle



Jewellery



Training and Coaching Services



Mind Marketing Management

I believe marketing is wonderfully complex, but implementing it doesn't have to be.

I also believe everyone has the ability and power to accomplish things they never thought possible for their event, their company, their profession, and for their lives.

BVM Consulting offers an array of coaching and strategic services to help clients accomplish their goals.

Client Profiles and Services

Event Organizers

- Event strategy consulting
- Brand/ value proposition & design
- Marketing plan review and development
- Marketing training & coaching (refer to sample workshops and courses)
- Marketing performance audit
- On-going marketing coaching support through event cycle*



Venue Operators

- Venue marketing strategy consulting
- Venue brand positioning
- Customer insights
- Strategy development for attracting events and organizers
- PR strategy development



Associations

- Association goals and strategy plan development
- Training and implementation of specific campaigns (brand awareness, recruitment, PR)
- New product ideation
- Public speaking engagement



Management/Leadership

- Management and leadership coaching
- Career development coaching
- Media training for C-Level and Event Directors
- Corporate communications strategy
- Assistance with acquisition integration strategies



Non-event Industries

- Marketing strategy consulting
- Brand/ value proposition & design
- Marketing plan review and development
- Corporate communications strategy
- PR strategy development



Sample Training Workshops and Modules

Bespoke event training engages and connects entire offices and event teams



- Small to large groups pending venue size
- Relevant subject matter for the event, conference, and exhibition industry (case study based)
- Modules ranging from 1 – 4 hours depending on training module
- Interactive with Q&A and exercises which teams can immediately apply to their daily marketing campaigns

Marketing 1	Marketing 2 & Misc.	Management	Technical Marketing	Wellness
<ul style="list-style-type: none"> • Introduction to the MICE and B2B Exhibition Industry • Introduction to B2B Event Marketing • Value Propositions for B2B Events • Customer Insights for Events • Partnership Marketing for Events • Power of PR 1: Overview of PR in Events • Power of PR 2: Press Release writing • Marketing Plan Development • Overview of Content Marketing • Overview of the Events Industry 	<ul style="list-style-type: none"> • Designing Amazing Events workshop • Content Marketing Advance Techniques • Email Marketing 1: An Overview • Visitor and Exhibitor Interview Skills • Art and Video Direction for Marketers • Overview of Conferences and Conference Marketing • Marketing Launch Events • Customer Journey Mapping and Personas • Survey Design and Analysis • Copying Writing Tips for Events 	<ul style="list-style-type: none"> • Media Training for Event Directors and Spokespersons • Negotiations • Creating a Culture of Creativity • Project Management • Project & Project Team Management • Planning for Launch Events • Leading effective Meetings • Managing Staff to Success • Developing a Career in B2B Marketing 	<ul style="list-style-type: none"> • Understanding Web Analytics for Improved Visitor Promotions • Email Marketing 2: Designing Campaigns • SEO for Beginners • Overview of Social Media Marketing • Conversion Matters!: Easy Ways to Convert Pre-registrants to Attendees • Marketing Analytics and KPIs 	<ul style="list-style-type: none"> • Beginner Meditation for in the Office • A Practice of Gratitude • Developing Mindfulness • Transcendental Meditation • Office stretching and relaxation techniques • Workout day at BASE Bangkok Fitness studio* • Available only in Bangkok



*All trainings can be further adjusted to reflect organizers' own events. Custom modules may also be created with enough lead time. Trainings can be conducted in English, Thai, or a combination of English and Thai.



Additional Inspirational Speaking Topics and Workshops



My Journey and How to Develop Your Career in the Events Industry



Finding Happiness and Purpose Through Gratitude



Improving Work Efficiency through David Allen's "Getting Things Done" Methodology



Benefits of Worktime Meditation



Benefits of Worktime Exercise

One-to-many coaching (teams or individuals)

Trainings Inspire, Coaching Drives Accountability and Results



Individualized coaching or coaching with smaller teams provide a different tailored experience and results.

Team members can go into detail with their project, issues, and gain more custom advice and solutions.

C-Level coaching and media training is also available..

What takes place with individual and event team sessions:

- More thorough review of an event or portfolio's entire make-up, history, audience, and past performance
 - Detailed review of marketing plans, budgets, and event cycle goals
 - Review of marketing practice and campaigns with feedback (e.g. e-newsletters, creative, social media, press releases, hosted buyer programs, etc.)
 - Review of current marketing technologies and processes towards better usage and optimization
 - Discussion and reflection of ideas generated from trainings and/or additional explanation of concepts and application development
 - Next-steps and tasks for improvement assignment (with coach's follow-up)
- Note: One-on-one sessions are also offered for Head of Marketing, HR, or Project Directors pertaining to sensitive topics

Testimonies

"From the first session seeing Ben on stage to an in-depth consulting in the office: Our collaboration with Ben was an eye-opener for many colleagues in marketing at VNU Exhibitions Asia Pacific. Engaging Ben's expertise across our marketing and project teams led to transformative results. Ben's tailored approach and deep marketing and industry insights were evident as they helped us streamline our processes and significantly boost our diverse marketing approach. The proactive guidance is remarkable and not only enhanced our project execution but also refined our marketing strategies, preparing us up for greater success. We are grateful for Ben's support and highly recommend Ben to any organization looking to achieve exceptional outcomes in their marketing strategies."

Igor Palka
(former) Managing Director VNU Asia Pacific, (current)
Senior Vice President Tech & Business Developer Messe
Berlin

"Ben has a rare combination of qualities. He is an exceptional marketing professional whose expertise has been focused on the exhibition industry for most of his career. Ben is also a dynamic, enthusiastic and engaging public speaker. He consistently offers strategic insights and innovative approaches to trade show management and marketers. His industry knowledge, creativity, dedication to excellence and passion for marketing come through every time he takes the stage."

Mark Cochrane
Managing Director Business Strategy Asia
Regional Director UFI Asia Pacific Chapter

"Ben is a visionary strategist and dynamic leader with an exceptional ability to transform marketing challenges into impactful results. His deep expertise in the exhibition industry, coupled with a talent for crafting innovative strategies, consistently drives organizational growth. Ben excels at bridging strategic vision with operational efficiency. He empowers teams through clear communication, mentorship, and actionable insights, fostering both individual and collective excellence. His workshops and leadership initiatives have proven instrumental in refining marketing capabilities and elevating project outcomes."

Joy Wang
HR & Admin Director
Messe Düsseldorf (Shanghai) Co., Ltd

VNU | ASIA PACIFIC



Testimonies

"Ben is a brilliant marketer, where his concepts, ideas and execution are far beyond the field of marketing alone. I have worked with Ben for more than 8 years (at UBM/Informa Asia, where he was responsible for setting up and leading the international marketing department, with the overall aim to improve the overall marketing knowledge and capabilities of all our marketing staff of more than 400, split over 30 offices in Asia. I think that Ben's activities made an enormous contribution in making UBM/Informa Asia the largest and best event organiser in Asia."

Jime Essink

Former President & CEO UBM Asia, Informa Markets Asia

"Ben is an extremely experienced and well-rounded marketer. He was able to help guide me in developing a nuanced marketing roadmap for one of my clients. His communication is very professional and he responds promptly. It was clear from working together that there is a lot more that Ben has to offer that I haven't tapped into. I will be reaching out to him again for future opportunities."

Vinson Chen

Founder, Purple Vantage Digital

"From Mr. Ben's talk, I was really inspired because of his grit. Even from his school years when Asians may be considered a minority up to getting different jobs he may not be familiar with, he just doesn't shy away from opportunities. He continues to show up. Until many doors opened for him and he's now an executive. Worth emulating! Especially for someone like me who's just starting her career."

I also learned that we should not be caught up with the endless things we need to do in marketing, but we should focus on the consumers. A great reminder to fix my eyes on what's important."

Portia Malinao

Brand Associate, International Pharmaceuticals Incorporated



Let's collaborate and make something great



BVM Consulting

Mind | Marketing | Management

Ben Veechai

อลงกรณ์ ก่อเกียรติทวีชัย

Contact:

Web: BVMConsulting.com

Email: ben@bvmconsulting.com

Phone: +66 092 262 8260

Whatsapp: +852 6316 7293

LinkedIn: [linkedin.com/in/benveechai](https://www.linkedin.com/in/benveechai)

WECHAT: benveechai

LINE: benveechai

Addresses:

Registered business address:

Ben Veechai (Company Director)
BVM Consulting Ltd.
Unit 2A, 17/F, Glenealy Tower,
No.1 Glenealy, Central, Hong Kong

Main Operations Office:

BVM Consulting Ltd.
3rd Floor 286/5 Surawong Road,
Bangkok, Thailand 10500

