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CWT M&E and Kaplan Higher Education Academy Partner to Create MICE Career Opportunities for Students

Singapore, 27 May 2019: CWT M&E, the global meetings and events agency, and Kaplan Higher Education Academy (KHEA), part of Kaplan in Singapore, a leading private education institution, have signed an agreement to enhance employment opportunities for students in the hospitality & MICE (Meetings, Incentives, Conferences and Events) industries.

The partnership will see the two organizations give KHEA students real-life industry experience, bridging the gap between industry and academia.

“There’s a huge demand for skilled meetings and events professionals to support Singapore’s thriving MICE sector,” said Sam Lay, Senior Director for Asia Pacific at CWT M&E. “Our team in Singapore is managing nearly twice as many meetings, events and incentive trips compared to just five years ago. Our partnership with KHEA will contribute to the industry’s talent pipeline, while positioning CWT M&E as an employer of choice.”

In light of the challenges that a tight labour market poses to Singapore’s competitive edge as a MICE hub, talent development is one of the focus areas of the Singapore Tourism Board’s [MICE 2020 Roadmap](#).

“We are glad to establish a long-term collaborative partnership with CWT M&E in Singapore,” said May Soh, Vice President of Sales and Market Development, Kaplan Higher Education Academy. “It will provide our Hospitality Services and Event Operations Diploma students the opportunity to gain hands-on, real world experience related to their field of study. This can be a valuable stepping stone to a career in the hospitality & MICE sectors. We hope to extend similar work experience programmes to benefit many more of our Diploma students.”

As part of this partnership, CWT M&E will create a job-shadowing program for around 50 KHEA students over three years. Students pursuing a Diploma in Hospitality Services & Events Operations at KHEA will be eligible to join the KHEA/CWT M&E work program alongside their regular classes.

Over a one-month work experience period, the students will support CWT M&E’s daily operations including venue sourcing, onsite support, budget entries, and supplier management. CWT M&E will also provide training opportunities for students to gain hands-on exposure to the MICE industry.

If students meet the CWT M&E recruitment criteria upon graduation, they will be given the opportunity to apply for jobs with CWT M&E.

CWT Meetings & Events delivers 38,500 innovative, high-quality projects for customers every year – across all industry sectors, globally. Our creative know-how helps us deliver awe-inspiring events, and our logistics expertise guarantees professional meeting services, group travel, and compliance. We manage your strategic meetings management programs with one aim in mind – to maximize your return on investment.

CWT Meetings & Events established operations in Singapore in 2005, marking its entry into Asia Pacific. Singapore has since become one of the most important markets for its business globally, both in terms of organizing meetings and events for clients based here, as well as for in-bound groups.

CWT Meetings & Events is CWT's meeting & events division.

CWT

CWT is a Business-to-Business-for-Employees (B2B4E) travel management platform. Companies and governments rely on us to keep their people connected – anywhere, anytime, anyhow – and across six continents, we provide their employees with innovative technology and an efficient, safe and secure travel experience. Every single day, we look after enough travelers to fill more than 100,000 hotel rooms, while our meetings and events division handles more than 100 events every 24 hours.

Kaplan

Kaplan in Singapore is part of Kaplan Inc., one of the world's most diverse education providers and is the largest subsidiary of Graham Holdings, formerly The Washington Post Company. Established as one of the most respected in Southeast Asia, Kaplan is also Singapore's most awarded private education provider for the third consecutive year, making it the "Best Private Education Institution" and the "Best Corporate Training Provider" by JobsCentral Learning Training and Education Development (T.E.D.) Awards 2018 amongst other accolades received.

To date, and across its three entities – Kaplan Higher Education Academy, Kaplan Higher Education Institute and Kaplan Learning Institute, Kaplan has students from over 35 countries worldwide, served over 65,000 graduates and awarded over 225,000 professional certificates. With over 550 academic

programmes for higher learning, and professional certifications and training courses available for skills development, Kaplan provides opportunities for individuals to pursue lifelong learning.

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