

PATA Intern Associate Programme – Defined Tasks

Membership

- Database Management
- Sales and Customer Service
- Telemarketing
- Membership Collateral
- Administration

Event Management

- Registration Management
- Database
- Sales
- Invoicing and Receipts
- On-site preparation (Badges, printing)
- Event Marketing

Photography and Videography

- Video Editing
- Photo Editing
- Video Production
- Video shooting
- Photo shooting
- After effect or motion editing

Marketing and Communications

- Website Design
- Website Content
- Social Media
- Copywriting
- Press Release
- Public Relations
- Graphic Design

Research and Insights

- Collect Data
- Input Data
- Copywriting for short weekly news
- Research

Human Capital Development

- Research
- Copywriting
- Event Marketing
- Database

Corporate Social Responsibility

- Event Coordination
- Event Marketing
- Research
- Copywriting
- Data entry

About PATA

PATA TODAY

Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 97 government, state and city tourism bodies, 27 international airlines, airports and cruise lines, 63 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond.

Since 1951 PATA has led from the front as the leading voice and authority on travel and tourism in the Asia Pacific region

In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to-from-and-within, the region.

The Association provides leadership and counsel on an individual and collective basis to its member organisations, comprising 88 government, state and city tourism bodies, nearly 22 international airlines, airports and cruise lines, 62 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond.

PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets

PATA's events create millions of dollars of new business each year for its members

Thousands of travel professionals belong to 43 active PATA chapters worldwide and participate in a wide range of PATA and industry events.

The PATA Foundation contributes to the sustainable and responsible development of travel and tourism in Asia Pacific through the protection of the environment, the conservation of heritage and support for education.

PATA'S 2016 PRIORITIES

On behalf of its members, PATA's current strategic direction is to:

- Build the Business for members
- Provide valuable insights, forecasts and analysis help members make better business decisions
- To take a lead position on travel industry issues that need to be addressed

For more information visit the official website pata.org

Pacific Asia Travel Association
PATA BUILDS YOUR BUSINESS | NETWORK | PEOPLE | BRAND | INSIGHTS
Engaging since 1951

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