



Wei-Tyng TSAI, DES

Online- and Offline Event Manager, Project Manager, Speaker

- > 10 years international working experiences in Account & Project Management
- > Wide network in Healthcare, SaaS, Blockchain, Technology industries
- > Engaging speaker at international conferences in business events industry
- > Holding valid IPMA Project Management & Digital Event Strategist (DES) certificates

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 [LinkedIn-Profil](#)

📍 Kirchstr. 5, 10557 Berlin

★ born 22/07/1984
in Taiwan

EXPERIENCE

ASSOCIATIONWORLD Foundation

05/2020 – present
Berlin, Germany

BEEFTEA group

11/2019 – 03/2020
Berlin, Germany

Freaks 4U Gaming

11/2017 – 03/2019
Berlin, Germany

K.I.T. Group

01/2014 – 04/2017
Berlin, Germany

Olily International Exhibition

03/2008 – 12/2010
Taipei, Taiwan

Ogilvy Public Relations

07/2006 – 01/2008
Taipei, Taiwan

Digital Communications Expert

- > Integrating branding and omnichannel planning with sponsors
- > Conceptualizing and executing digital, hybrid events for C-level executives
- > Moderating for webinars and online workshops

Senior Project Lead & Digital Creative Head

- > Establishing business models internally and for clients
- > Client consultancy and coordination for the events and digital marketing strategies
- > Executing virtual, hybrid, in-person events, procuring suppliers and leading teams

Senior Event Manager

- > Coordinating marketing, sales, TV production, logistic and event teams
- > Controlling budget, assisting bidding process, planning and executing projects
- > Acquiring new accounts and sponsors, managing events ROI and reporting to VP

International Account & Association Liaison Manager

- > Managing accounts for international associations in energy and medical industries
- > Planning and executing omnichannel marketing of international congresses
- > Organizing workshops & C-level executive board meetings for clients

Sales & Marketing Manager - Team Lead

- > Roadshow and expo organization for technology & eCommerce industry
- > Managing team (8 team members), supervising sales & marketing ROI

Public Relations Executive

- > Assisting development of marketing strategies and implementing campaign plans
- > Organizing and moderating press conferences (Chinese and English)

EDUCATION

Freie Universität

Berlin, Germany
2012 – 2013

Soochow University

Taipei, Taiwan
2002 – 2006

Advanced Education: Arts and Media Administration

- > Impact and mediation between cross-cultures, project financing and budget management, sponsorship conceptualization and implementation, Marketing strategies development

Bachelor of Arts (B.A.) - Mass Communication & English (Note: 1,9)

- > Public Relations Theory and Practice, Global News Communication Strategies, Practice of International Trading, English Interpretation and Translation

SPEAKER & PUBLICATION

Bangkok, Thailand
Shanghai, PR China
2018-2020

Online & Print
11/2018

Bangkok, Thailand
11/2018

Bangkok, Thailand
09/2018

London, UK
06/2018

Online
05/2018

Online
03/2018

Nashville, USA
01/2018

Online
09/2017

Opening Keynote Speaker for “Future Leaders Forum”

> Conference: ITCM Asia & ITCM China (English)

Featured in Cover story “Business For Good”

> Magazine: Biz Events Asia, interview (English)
> [Link](#)

Speaker for “Using Data to Create Deeper Interactions”

> Conference: PCMA ICESAP Annual Conference 2018, session (English)

Speaker for “New Business Model for Associations”

> Conference: Association Day Forum at IT&CM Asia 2018, session (English)

Speaker for “The Influencer Economy”

> Conference: The Meetings Show 2018, session (English)

Featured in “How the Influencer Economy will Impact on Associations”

> Magazine: BOARDROOM Magazine, interview

Featured in “Politics and Regulations Play an Important Role in Digital-Event Strategy”

> Conference: Industry Content & Media, interview (English)
> [Link](#)

Speaker for “Score Envable Event Participation The eSports Way”

> Conference: PCMA Convening Leader 2018, session (English)

Featured in “Die IMEX Rising Talents 2017”

> Magazine: CIM – Conference and Incentive Management, article (German)

CERTIFICATES, SKILLS & OTHERS

Languages:

German	Business sufficient (C1)
English	native or bilingual
Chinese	native or bilingual

Hobbies:

Hiking, sailing and cooking

Certificates:

IPMA - Level D Project Management,
PCMA - Digital Event Strategist (DES)
Google - Foundation of User Experience Design
CareerFoundry – User Experience Design

IT software:

MS Project	advanced
Slack, Asana, JIRA	advanced
Ahrefs, Trello, GA	advanced
Figma, Adobe XD	beginner

Streaming/Digital Event Software:

ON24, Digitell, EXPO-IP	advanced
Zoom, google hangouts	advanced
YouTube, viemo	advanced

Reference

Organized & participated events

#	Conference/event title	Role	Date	Location	Theam & category
1	37th European Cystic Fibrosis Society Annual Conference	Conference organizer	11.-14.06.2014	Gothenburg, Sweden	Cystic Fibrosis , medical & pharma
2	20th International AIDS Conference	Conference organizer	20.-25.07.2014	Melbourne, Australia	AIDS , medical & pharma
3	The ERS International Congress 2014	Conference organizer	06.-10.09.2014	München, Germany	Respiratory , medical & pharma
4	38th European Cystic Fibrosis Society Annual Conference	Conference organizer	10.-13.06.2015	Brussels, Belgium	Cystic Fibrosis , medical & pharma
5	4th European Congress of Immunology	Conference exhibitor	06.-09.09.2015	Vienna, Austria	Immunology , medical & pharma
6	The ERS International Congress 2015	Conference organizer	26.-30.09.2015	Amsterdam, Netherlands	Respiratory , medical & pharma
7	28th Annual Congress of ESICM	Conference organizer	03.-07.10.2015	Berlin, Germany	Emergency Medicine , medical & pharma
8	East meets West - K.I.T. Group Association Study Trip	Conference organizer	21.-23.10.2015	Singapore, Singapore	Global Marketing , C-Level meeting
9	15. Kongress der DIVI	Conference organizer	02.-04.12.2015	Leipzig, Germany	Emergency Medicine , medical & pharma
10	ITB Berlin 2016	Tradeshow attendee	09.-13.03.2016	Berlin, Germany	B2B travel expo, tourism
11	IMEX Frankfurt 2016	Hosted buyer	19.-21.04.2016	Frankfurt, Germany	B2B Marketing Event, MICE
12	39th European Cystic Fibrosis Society Annual Conference	Conference organizer	08.-11.06.2016	Basel, the Swiss	Cystic Fibrosis , medical & pharma
13	The Meetings Show 2016	Hosted buyer	14.-16.06.2016	London, UK	B2B Marketing Event, MICE
14	82nd IFLA World Library and Information Congress	Conference organizer	13.-19.08.2016	Columbus, Ohio, USA	Library, culture
15	The ERS International Congress 2016	Conference organizer	02.-05.09.2016	London, UK	Respiratory , medical & pharma
16	ISPOR Asia Pacific 2016	Conference organizer	03.-06.09.2016	Singapore, Singapore	Pharmacoeconomics , medical & pharma
17	IBTM World 2016	Hosted buyer	29.11.-01.12.2016	Barcelona, Spain	B2B Marketing Event, MICE
18	ILTS Immunosuppression in Liver Transplantation (...) Conference	Conference organizer	09.02.2017	Park City, Utah, USA	Liver Transplantation , medical & pharma
19	ITB Berlin 2017	Tradeshow attendee	08.-12.03.2017	Berlin, Deutschland	B2B travel expo, tourism
20	IMEX Frankfurt 2017	Tradeshow attendee	16.-18.05.2017	Frankfurt, Deutschland	B2B Marketing Event, MICE
21	The Meetings Show 2017	Speaker	13.-15.06.2017	London, UK	B2B Marketing Event, MICE
22	IBTM World 2017	Hosted buyer	28.-30.11.2017	Barcelona, Spain	B2B Marketing Event, MICE
23	PCMA Convening Leaders Conference	Speaker	07.-10.01.2018	Nashville, USA	B2B Marketing Event training
24	DreamHack Leipzig 2018	Convention exhibitor	26.-28.01.2018	Leipzig, Germany	Exhibition, eSports & Gaming
25	Central Eastern Europe 2018	Hosted Buyer	18.-20.02.2018	Zagreb, Croatia	B2B Marketing Event, MICE
26	IT&CM China 2018	Speaker	20.-22.03.2018	Shanghai, PR China	B2B Marketing Event, MICE
27	1st German eSports Summit	Conference organizer	26.04.2018	Berlin, Germany	B2B eSports, eSports & Gaming
28	IMEX Frankfurt 2018	Hosted buyer	15.-17.05.2018	Frankfurt, Germany	B2B Marketing Event, MICE
29	Gamescom 2018	Convention exhibitor	21.-25.08.2018	Cologne, Germany	Ausstellung, eSports & Gaming
30	IT&CM Asia 2018	Speaker	18.-20.09.2018	Bangkok, Thailand	B2B Marketing Event, MICE
31	Paris Games Week 2018	Tournament organizer	26.-30.10.2018	Paris, France	Tournament, eSports & Gaming
32	PCMA Annual Conference Asia Pacific 2018	Speaker	07.-09.11.2018	Bangkok, Thailand	B2B Marketing Event, Event-traning
33	IBTM World 2018	Hosted buyer	27.-29.11.2018	Barcelona, Spain	B2B Marketing Event, MICE
34	DreamHack Leipzig 2019	Convention exhibitor	15.-17.02.2019	Leipzig, Germany	Exhibition, eSports & Gaming
35	AIME 2019	Hosted buyer	18.-20.02.2019	Melbourne, Australia	B2B Marketing Event, MICE
36	IT&CM China 2019	Speaker	19.-21.03.2019	Shanghai, PR China	B2B Marketing Event, MICE
37	IBTM Arabia 2019	Hosted buyer	25.-27.03.2019	Abu Dhabi, UAE	B2B Marketing Event, MICE
38	Re:pulica 2019	Conference volunteer	06.-08.05.2019	Berlin, Germany	Web 2.0, Media, Politic, Digitalisation
39	IMEX Frankfurt 2019	Hosted buyer	21.-23.05.2019	Frankfurt, Germany	B2B Marketing Event, MICE
40	PCMA Annual EduCon 2019	Conference attendee, Scholar receiver	25.-28.06.2019	Los Angeles, CA, USA	Disruption, Event, Marketing , Management
41	Coca-Cola KICK OFF 2020	Event organizer	21.-24.01.2020	Berlin, Germany	Annual kick off, Beverage, IT
42	SHELL KICK OFF 2020	Event organizer	20.-22.02.2020	Berlin, Germany	Petrol, logistic
43	ASSOCIATIONWORLD Legal session	Online session organizer	12.06.2020	Online	Virtual, legal, C-level
44	ASSOCIATIONWORLD Leadership Q&A	Online meeting organizer	16.06.2020	Online	Virtual, leadership, C-level
45	GIAF Stakeholder meeting	Online meeting organizer	Wednesdays 06.-12.2020	Online	Virtual, stakeholder, C-level

Certificate – IPMA LEVEL D Project Management Associate



Certificate No.: 203011



Certificate

This is to certify that

Wei-Tyng Tsai

has attained the required level of competence to be granted

IPMA LEVEL D®

Certified Project Management Associate

by PM-ZERT

the Certification Body of GPM German Association for Project Management e. V.

using

the IPMA ICR4 and IPMA ICB4 as validated by

the International Project Management Association (IPMA®).

This certification process was conducted in the

German language.

29.09.2020
Date of Issue

For the Certification Body

IPMA®
international
project
management
association

28.09.2025
Certification valid until

For the Assessors

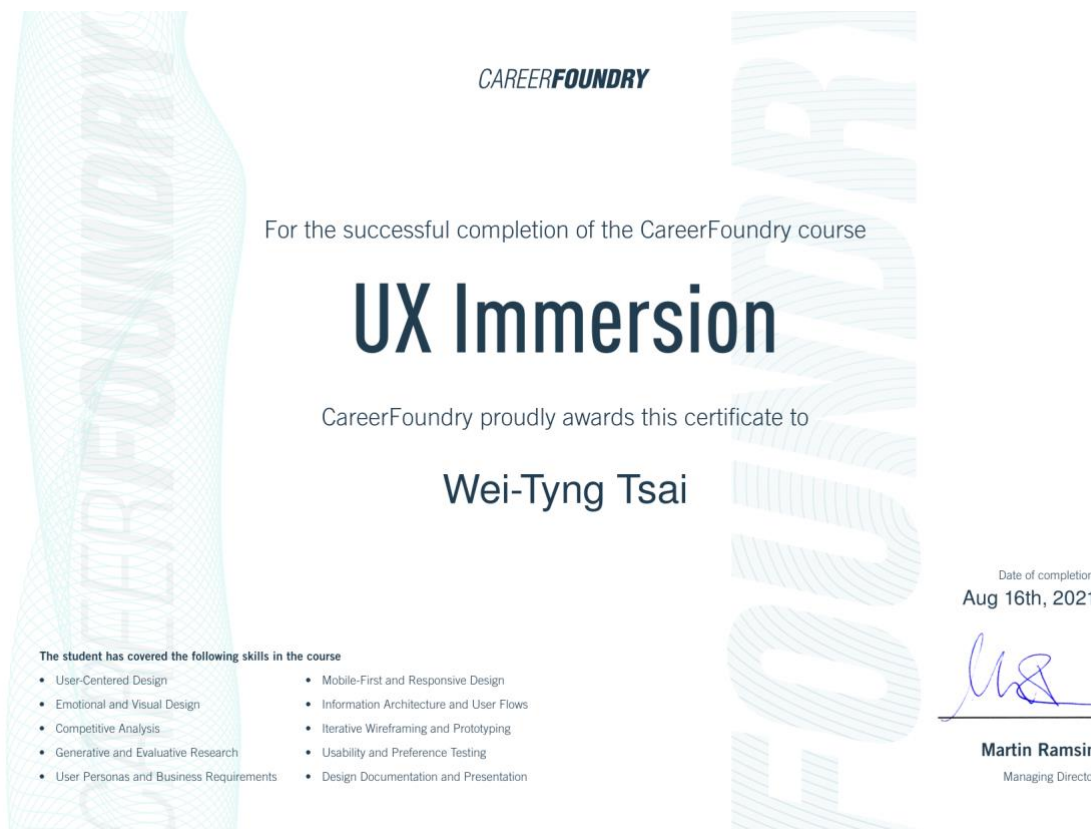


Certification body accredited by DAkkS according to DIN EN ISO/IEC 17024. The accreditation applies to the competency level listed in the DAkkS-certificate.

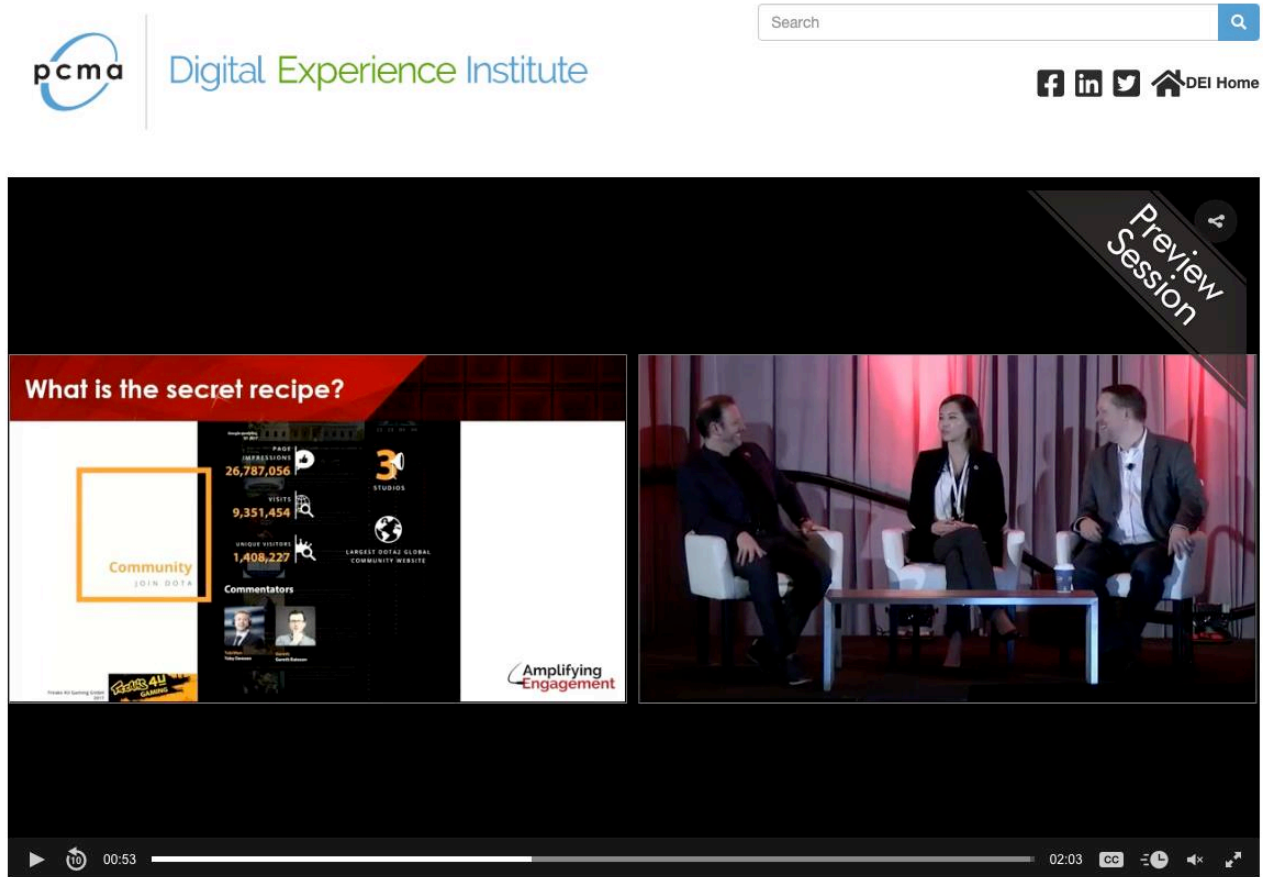
Certificate – Digital Event Strategist



Certificate – User Experience (UX) Design



Speaking session featured as paid course on Digital Eperience Institute by PCMA



DEI: Score Enviaible Event Participation the eSports Way

Standard: \$25.00

[Add to Cart](#)

Credits (Post Test and/or Evaluation Required)
0.10 - CEU (1 clock hour)

[Overview](#) [CE Information](#) [Comments](#)

Description

The most successful hybrid event industry you've probably never heard of is eSports. Competitors do more than play their favorite video games; they attend massive tournaments to watch their favorite gamers play. This industry has developed loyal communities, embraced emerging technology to enhance the experience and capitalized on non-endemic sponsorship opportunities. Learn how the events industry can pull insights from the eSports world to better meet the needs of our participants.

Interviewed by PCMA Digital Experience Institute for “event strategy in different landscapes.”

Politics and Regulations Play an Important Role in Your Digital-Event Strategy



Author: Curt Wagner

Digital events hold a promising key for event organizers: the ability to connect with audiences that cannot travel to a face-to-face event. However, establishing that connection requires more than the right streaming platform and an appropriate amount of bandwidth. As live-video consumption increases, event organizers must navigate the rough terrain of government rules and regulations.



“Digital events have very different faces in China and Europe,” Wei-Tyng Tsai, senior event manager at Berlin-based Freaks 4U Gaming GmbH, told PCMA. “More digital events are blooming in both landscapes, but they are facing political challenge and regulation restrictions respectively, which lead them in opposite ways. In China, the government is trying to form a centralized data center to control more event stakeholders. In Europe, the new General Data Protection Regulation (GDPR) is taking more data privacy restrictions into accounts. This will be heavily influencing how stakeholders organize digital events.”

The challenges of [live-streaming in China](#) and [the upcoming issues posed by the GDPR](#) aren't the only concerns on the minds of event organizers. In the U.S., they must navigate [legal hurdles](#) such as compliance with intellectual property rights laws. Sponsorship disclosure also presents issues. “If you're doing a sponsored live stream, disclosure needs to be made,” Sara F. Hawkins, a business and intellectual property attorney, wrote in [a blog post on legal challenges of live-streaming](#). “Exactly how is not explicitly known. Like much of social media, the logistics of FTC disclosure is a bit hit and miss. Ultimately, though, you're responsible for making sure viewers know that what they're watching is some type of paid content.”

Big Opportunities Ahead

Despite the additional hurdles that organizers must climb in the digital landscape, Tsai looks forward to a bright future of online engagement. “More than ever before,” Tsai said, “organizations have possibilities to talk directly and in a more efficient way to the audience.”

Interviewed by the Boardroom Magazine about my session “how new media impacts on Associations”

How the Influencer Economy will Impact on Associations

May 28, 2018



Wei-Tyng Tsai currently serves as Senior Event Manager at Freaks 4U Gaming GmbH in the Berlin HQ, a 360-degree marketing agency in gaming and eSports industry. She has been active in the conference and association management world for over 10 years and is involved in convention, congress and exhibition management for a broad range of industries.

She devotes herself to help associations and agencies transform the communication means between meeting organizers and attendees from a millennial view. Wei-Tyng's broad knowledge of community and influencer management has supported her association and industry clients to reach out online and offline target audience efficiently.

Ahead of a talk Wei-Tyng will be giving at The Meetings Show, which takes place on Wednesday 27 & Thursday 28 June at Olympia London, we found out more about how the influencer economy will be affecting associations.



In simple terms, what is the influencer economy?

The influencer economy, in a nutshell, is the business network or system generated by influencers in the local, regional or national community.

Why is the influencer economy something that association event planners should be aware of?

Influencers could form an organic micro-economy which would leverage vertical and lateral effects for the organisation events. They are the 'Opinion Leaders' in certain groups or communities; often they interact with each other online, where most associations are reluctant to engage their audience in the digital world.

Do you think associations currently do enough to communicate with their audiences digitally?

Digitalisation is still fresh to the association world and the furthest they have gone is adapting to building a website for their conferences/congresses/meetings. Associations are however gaining more and more awareness of the influencer phenomenon, yet they are mostly hesitant to take actions. Partially this is because of the sceptical attitude towards it, but mainly it is due to the lack of know-how knowledge and operational experiences.

How could influencers be important in the success of an association events?

Influencers or Key Opinion Leaders are the ambassadors of your organisation. If the associations are considering expanding their membership territories and deepening the member engagement, they are the gateway for association leaders to collaborate with in the next steps.

Do influencers work for both online and offline audiences?

Yes, they work primarily online to build and interact with their audience, the conversation/interaction could be brought to real lives and converted into event participations if there is suitable scene to engage influencers at the offline events.

What will association buyers gain by attending your session at The Meetings Show?

I hope they will gain their first insight of how influencers could generate online viewership and offline participation through a case study. They will learn the principles of how to identify association ambassadors within their own organisation.

If you had one top tip for association event planners, what would it be?

Embrace and adapt to the change of communication means for the younger generations; from event apps to social media platforms, the goal is to broadcast your association's vision in a suitable and efficient way while interacting with your targeted young audience. Hire or use colleagues from the younger generations and take their perspectives into account when you develop the latest marketing strategy for the organisation.

Wei-Tyng Tsai will be speaking at The Meetings Show 2018, at 9.50am on Wednesday 27 June. For more information about the education programme and to register to attend, visit www.themeetingsshow.com.