
FW: Join the 1st Global Event Leaders Challenge - Designed and Implemented on Sustainable Principles

From PAIRACH PIBOONRUNGROJ <pairach.p@cmu.ac.th>

Date Wed 9/23/2026 10:17 AM

To IRDCMU <irdcmu@cmu.ac.th>

 1 attachment (6 MB)

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ขอขอบคุณครับ

ไพรัช

Assistant Professor Pairach Piboonrungroj, PhD

Assistant to the President

(Creative Lanna Strategy and Academic Services)

Chiang Mai University

- Creative Lanna (CL) <https://creativelanna.cmu.ac.th/>
- Societal Engagement (SE) <https://www.se.cmu.ac.th/>

Director

- Supply Chain Economic Research Centre (SCERC) <https://scerc.net/>
- Centre of Excellence for Creative Economy Research and Innovation (CERINN)

Faculty of Economics, Chiang Mai University

From: APIEM Institute <theapiem@gmail.com>

Date: Tuesday, 22 September BE 2569 at 17:14

To: david hind <dwghind@gmail.com>

Subject: Join the 1st Global Event Leaders Challenge - Designed and Implemented on Sustainable Principles

Dear APIEM Event Leaders,

I am delighted to invite your university, polytechnic, or college to enter teams of students in the **1st Global Event Leaders Challenge (GELC)**, taking place **100% online on 13 November 2026**.

Organised by APIEM, Lyceum of the Philippines University - Batangas, and Evenesis Event Management System, Malaysia, GELC is a unique international competition designed to challenge students to demonstrate their **event planning and management skills live, and in real time**, while embracing the technologies that are transforming the events industry.

A key principle behind GELC is **sustainability**.

The entire competition has been designed to minimise its environmental impact. Event materials are digitally created, the competition takes place virtually, and students will use both **Artificial Intelligence (AI) and Human Intelligence (HI)** to respond to event planning and management challenges.

Most importantly, students can experience the excitement of competing in a truly **international event competition without leaving their campus**. There are no international flights, hotels, or associated travel costs. Teams can participate from their own campus, connecting with students and event professionals from around the world.

GELC provides students with an opportunity to:

- Test their event planning and management knowledge in real time
- Develop practical problem-solving and decision-making skills live, on a simulated event
- Explore how AI and human intelligence can work together in event management
- Experience an international competition in a fully digital environment
- Represent their university on an international stage
- Gain valuable experience that can support their future careers in the global events industry

We will be delighted if your institution can enter one or more student teams and become part of this inaugural, innovative, immersive, international event.

Competition: 1st Global Event Leaders Challenge

Date: 13 November 2026

Format: 100% online

Eligibility: Undergraduate students from universities, polytechnics and colleges worldwide

Early Bird Entry: USD 100 per team until 30 September 2026

Prize Fund: USD 1,000

As an international APIEM partner, you are part of a global network committed to developing the next generation of event leaders. GELC provides a particularly exciting opportunity for your students to put their knowledge into practice in an **immersive, international and sustainable competition**.

We hope you will encourage your students to take up the challenge - **Have You Got What It Takes to Be an Event Manager?**

We look forward to welcoming your institution to the **1st Global Event Leaders Challenge**. For full details please visit www.apiem-ems.com/gelc or scan the QR code in the attached image.

Best regards,



Professor David Hind

President

Asia Pacific Institute for Events Management

Chief Executive

UK Event Industry Academy

Distinguished Professor

Chung Hua University, Taiwan

*Distinguished Professor
Panpacific University, Philippines*

*International Adjunct Professor
Lyceum of the Philippines University, Laguna*

*International Adjunct Professor
Lyceum of the Philippines University Batangas*

*Visiting Fellow
UCSI University, Sarawak Campus, Borneo*