

Patricia Cheong
Managing Director, Asia
International Conference Services (ICS)

With close to 25 years of experience in business events, Patricia is a firm believer in the power of business events to transform people and places. She believes in the need for humans to interact with one another for organizations to rebuild and regroup. Nothing can substitute the creativity and energy that ignites when groups of like-minded people come together to connect, brainstorm and strategise. Events play this critical role of sparking creativity, generating ideas and inspiration, and connecting people to facilitate positive change in the world – something she has advocating actively in her role with global PCO – International Conference Services (ICS).

As Managing Director at ICS, Patricia is responsible for driving the company's ongoing growth in Asia's event management industry. She leads the team in Singapore in providing boutique-style support, service, and consultation to clients in managing their international meetings in Asia.

Prior to this, Patricia was Associate Director, Development for PCMA, where she was instrumental in growing the association's footprint in Asia Pacific. Before this, she led the creation and strategic development of the conference division at Singapore Press Holdings as General Manager, in addition to a number of other management roles in events, sales, and account management.