

MALAYSIA
BUSINESS
EVENTS
WEEK

OUR FUTURE
BY DESIGN:
Embracing
Change

12-14 AUGUST 2018

ACTIVATE & ENERGISE YOURSELF
for A CONFERENCE KICK-OFF

WHAT'S THE GREAT
SOUNDTRACK
OF YOUR LIFE?

PHYSICAL
BENEFITS

MENTAL
BENEFITS

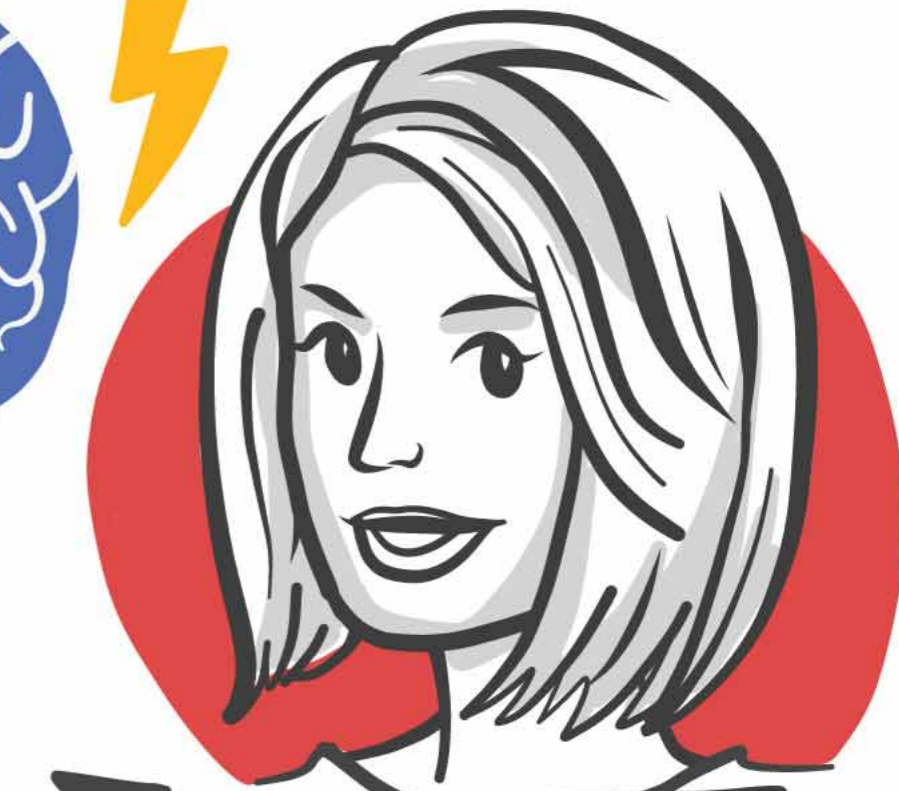
SINGING ACTIVATES
THE BRAIN!

THE
POWER of
YOUR
VOICE
IS YOUR MOST
UNDERRATED
INSTRUMENT

YOU DON'T HAVE TO
BE A GREAT SINGER!



FIND YOUR
SOUL
FOR MBEW
& PUT IT ON
YOUR
PLAY
LIST



TINA ALTIERI

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COMMUNICATION KARATE



TINA ALTIERI



IF WE DON'T
Communicate
THEN WE CAN'T
Create THE
GREAT **CONNECTIONS**
THAT WE NEED

4
STEPS

- 1 UNDERSTAND YOUR INFLUENCING STYLE
- 2 TAKE NOTE OF THE SITUATION YOU'RE IN
- 3 IDENTIFY YOUR GAPS
- 4 PRACTICE

WE HAVE THE CHOICE
TO USE:

- ✓ THE **RIGHT** WORDS
- ✓ THE **LANGUAGE** WE USE
- ✓ A **FRESH** TONE OF VOICE

THE 5 INFLUENCING STYLES

1 Rationalizing

USES LOGIC,
FACTS &
REASONING
TO CONVEY
IDEAS



2 Asserting

USES
CONFIDENCE,
RULES, LAW,
& AUTHORITY
TO INFLUENCE
OTHERS



3 Negotiating

LOOKS FOR
COMPROMISES, &
MAKES CONCESSIONS
IN ORDER TO REACH
AN OUTCOME



4 Inspiring

ENCOURAGES
OTHERS BY
COMMUNICATING
A SENSE OF
SHARED MISSION
& EXCITING
POSSIBILITY



5 Bridging

INFLUENCES
OUTCOMES BY
UNITING OR
CONNECTING
OTHERS



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CONVENTION LEGACY: IMPACTING COMMUNITIES

CONFERENCES
CAN SPARK A
CHANGE



MALAYSIA
LACKS
STATISTICS
IN DRUG
OVERDOSES



GENETIC
CONGRESS



XIII INTERNATIONAL
AIDS
CONFERENCE



JANE VONG HOLMES

LOOK AT DOING
Legacy IN THE
LONG-TERM



FORMULATING
POLICIES REQUIRES
DATA

SOUGHT IMPACTS:

SOCIAL

POLITICAL

KNOWLEDGE

ENVIRONMENTAL

PERSONAL

LEARN
FROM BEST
PRACTICES

WE CAN MAKE A CHANGE
WITH: **COLLABORATION**

DIALOGUE

A WILL
FOR
CHANGE

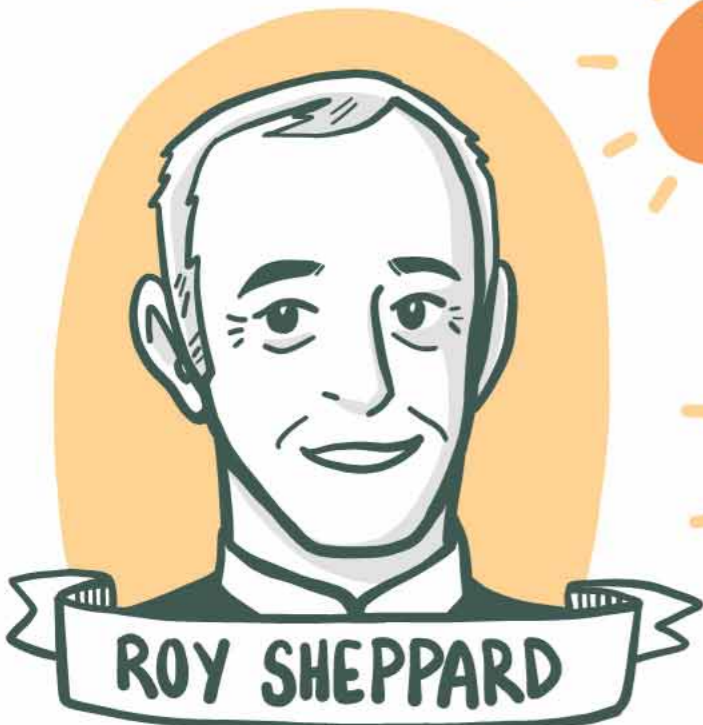
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EVERYBODY WANTS INNOVATION
(BUT NO ONE WANTS TO CHANGE)



INNOVATION
IS NOT TECHNOLOGY,
BUT A MINDSET

CO-CREATION
IS MOST
EFFECTIVE



EVENTS
ISN'T JUST A
TRANSFER
OF
Knowledge
BUT HOW YOU
CONVEY
Emotions



Technology
MAKES YOUR
LIFE
easier



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EXCITING THINGS ARE HAPPENING AT RESORTS WORLD GENTING

NEW ERA
of
TRANSFORMATION

NEW EXTENSION
10,000+
ROOMS



BRIAN
MACHAMER



FIRST
WORLD
PLAZA

IMMERSE
YOURSELF
IN A

STAR
WARS
world

THE
VOID

SKY
AVENUE

AVANA
SKYCENTRAL

SKYTROPOLIS

20TH
CENTURY

SHOP

FOX WORLD MALAYSIA

FOOD

NIGHT
LIFE

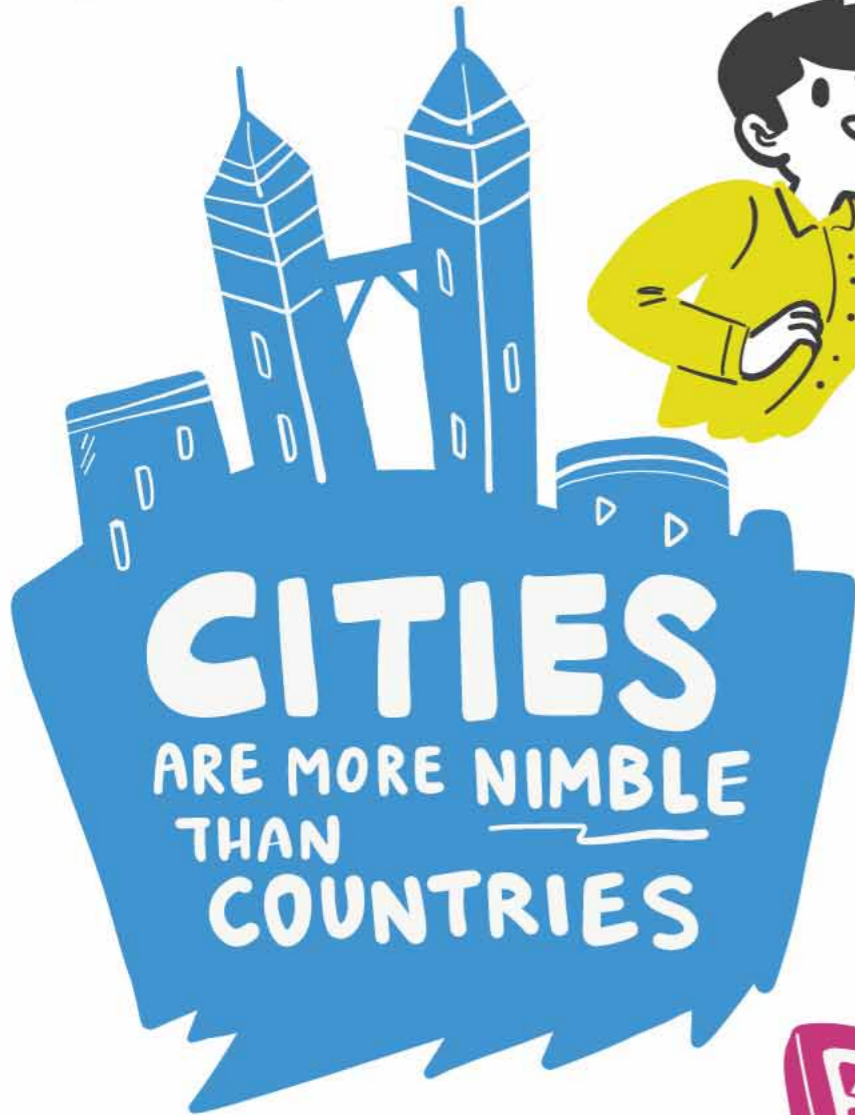
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GOODBYE TRADITIONAL DESTINATION MARKETING —
HELLO GENUINE ECONOMIC ENGAGEMENT



INTELLECTUAL PROPERTY
IS **ASSOCIATED**
WITH OUR CITY



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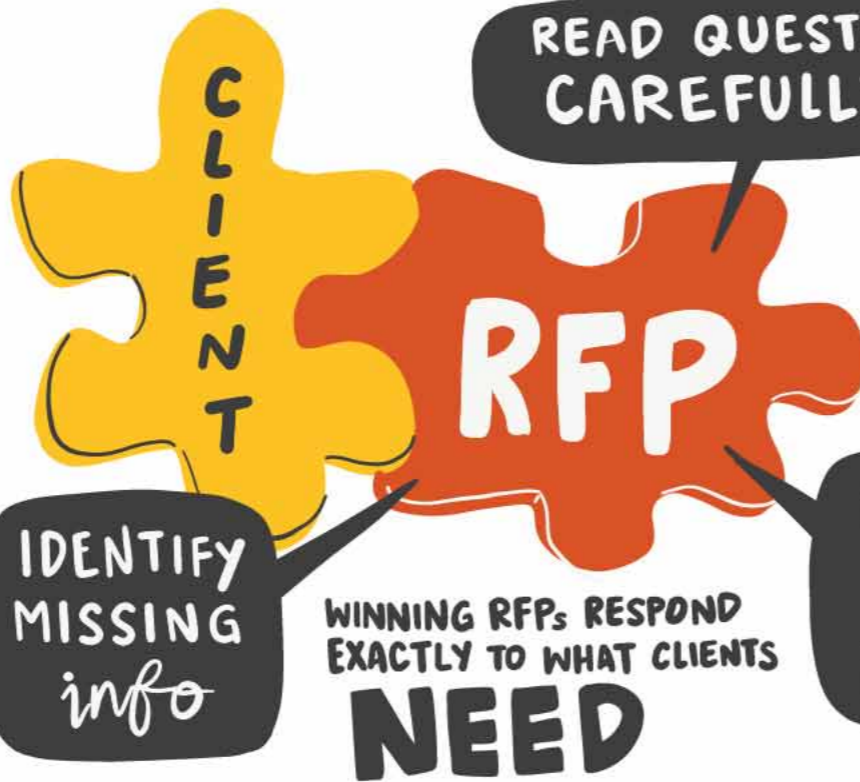
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HOW TO CRAFT A WINNING RFP



PADRAIC
GILLIGAN



THE METHOD of
COMMUNICATION
MATTERS AS MUCH AS
YOUR *content*

ESTABLISH
key
ELEMENTS



HIRE

GREAT COPYWRITERS
& VISUAL CONTENT
CREATORS

WHAT IS YOUR
VALUE
PROPOSITION?

RFP

YOUR
MISSION
?

YOUR
VISION
?

THIS INFORMATION
IS ALL ABOUT

you

3RD
PARTY
ENDORSEMENTS
lead
CREDIBILITY

BOOST
YOUR PORTFOLIO
BY WINNING
COMPETITIONS

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IN CONTROL or BE CONTROLLED: TAKING CHARGE of DISRUPTIONS



DR REZA ABRAHAM



CHOOSE
TO HAVE A
GROWTH
MINDSET

THERE IS
NO
SECRET
TO
CHANGE



BUT
THERE IS A
SYSTEM
FOR
CHANGE



BE **OPEN**
TO HELP

YOU DON'T NEED
TO DO IT ALL ON
YOUR OWN!

EVERY GREAT
CHANGE
STARTS WITH
PAIN



LEARN FROM
EVERYONE

FIND A
MENTOR
TO TEACH
YOU



KEEP THE MOMENTUM



- Love **WHAT** YOU DO
- Love **WHO** YOU DO IT WITH (YOUR TEAM)
- Love **WHO** YOU DO IT FOR



MAKE SURE
YOUR QUALITY IS
Excellence

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INSIGHTS & EXPERIENCE of INTERNATIONALISATION ACCOMPLISHMENTS

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TIPS — WHEN — CREATING A SHOW



YOU CAN INVEST IN A **NICHE** SHOW THAT ISN'T COMMON IN THE MARKET



YOU NEED TO GO THROUGH **2-3** SERIES BEFORE A PROFIT GROWTH OCCURS



IT'S A CONSTANT WORRY FROM START TO END

COMMUNICATION WITH YOUR PARTNERS IS IMPORTANT

COMPETITION HELPS YOU NOT BE COMPLACENT



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IT'S TIME TO GET SOCIAL



MOHD ADLY RIZAL

WITH THE **RIGHT**
APPROACH, WE CAN
SELL OUT EVERY
EVENT WE
ORGANISE



CREATE **ONE**
UNIFIED HASHTAG

SHOW BEHIND-
THE-SCENES
CONTENT



VIDEOS HAVE
MORE
10X TRACTION

45 SEC.
VIDEOS
ARE
IDEAL

IN MARKETING ON DIGITAL:



**DATABASE
IS
KING**

**CONTENT
IS
QUEEN**



**ENGAGEMENT
IS
PRINCESS**



**ENGAGEMENT
CREATES CONVERSATION,
TRUST & THEN
BUY IN**

PEOPLE WANT
AUTHENTICITY

#NOFILTER



USE **PHOTOS**
OF ATTENDEES

"USE PICTURES
OF SPEAKERS
WITH **QUOTE**
OVERLAPS"



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IT'S TIME TO GET SOCIAL



PRE, POST &
DURING-THE-EVENT
PREP MATTERS



ANYONE
CAN BE AN
INFLUENCER

PLAN SOCIAL MEDIA-
CONTENT BETTER

GETTING
FEEDBACK
is IMPORTANT

WE NEED TO
CREATE MORE
ENGAGING
CONTENT

GOOD **VS** BAD
event management



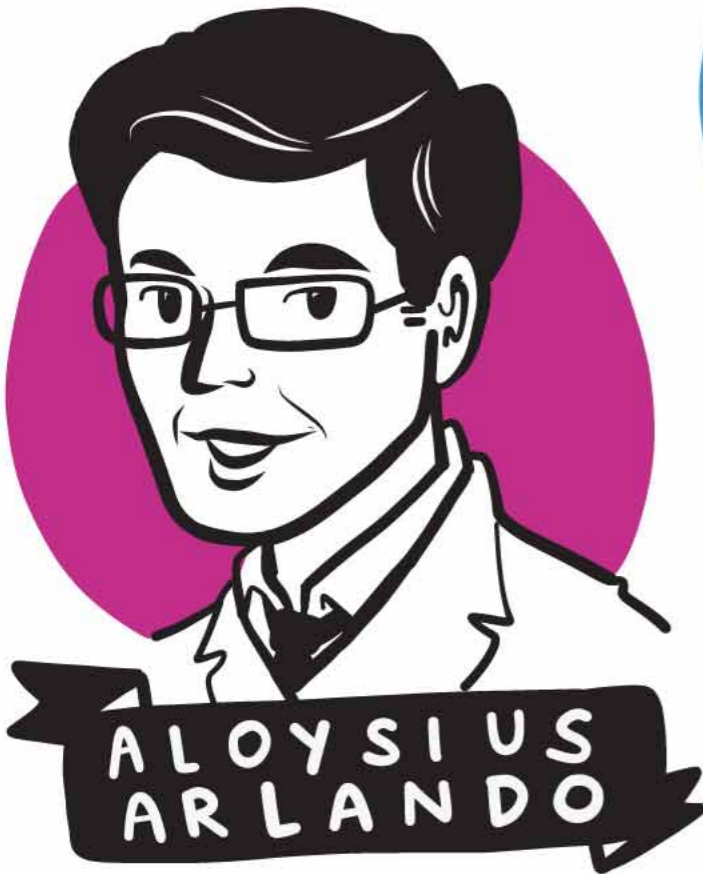
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OUR INDUSTRY: EVOLUTION vs REVOLUTION



DON'T BE
ONE DIMENSIONAL!



WE ARE
SOCIAL
CREATURES

- OMNI CHANNEL
- UPGRADE, RENOVATE & EXPAND
- KNOW your MARKET



DELIVER
EXPERIENCE
& ENGAGEMENT



WE NEED TO **INVEST**
IN UPGRADES &
ENHANCE
COMPETITIVENESS

PROTECT OUR
CYBER SECURITY

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PITCHING *to* WIN

BE A PRESENTATION

SUPER STAR

INTRODUCTION

5-7
sentences

STRUCTURE

3 *main
points*

CONTENT

GIVE
INTERESTING
perspectives

PASSION

PERSUADES



YOU WANT YOUR
AUDIENCE TO BE
ENGAGED

YOU MUST
INFLUENCE

YOU MUST
PERSUADE

WHAT
CAN I
DO *for*
YOU?

NEVER
ASSUME
YOUR AUDIENCE KNOWS
ANYTHING

USE METAPHORS
& SIMILES
SHIFT FROM FEATURES
TO BENEFITS



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SELLING YOUR DESTINATION: HOW TO GENERATE €20M IN MEETINGS & INCENTIVES BY COLLABORATING WITH YOUR COMPETITORS

HOW TO CREATE A DEMAND FOR YOUR PRODUCT:

1 Research THE MARKET

BLUE OCEAN STRATEGY

GO WHERE YOUR COMPETITORS AREN'T GOING

Fish WHERE THE Fish ARE



2 Select THE PARTNERS



BASED ON DESTINATION PRODUCT YOU ARE SELLING

BRAINSTORM your THEME



3 Select MARKET PARTNER

CONNECTED IN THE SECTOR

NOT TOO MANY CLIENTS

KNOWN IN THE MARKETPLACE

GREAT UP TO DATE CRM



4 MAKE THE PLAN- Integrate



DECIDE ON TIME-FRAME FOR PROJECT



5 Activate THE PLAN

COMMITMENT OVER TIME



CONSISTENCY

6 Tweak THE PLAN

ALTER & TWEAK YOUR PLAN



7 WAIT FOR Success TO COME

BE PATIENT

RELATIONSHIPS WILL DELIVER OVER TIME



PADRAIC GILLIGAN

Sell YOUR CUSTOMERS ABOUT A New WAY TO EXPERIENCE A Destination



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WHO ARE WE?

WHAT ARE THE VALUES

WE BRING TO THE
COMMUNITY?



IT'S ALL ABOUT CREATING
the **BUSINESS
EXPERIENCE**

LONG-TERM BENEFITS ARE A
CATALYST FOR FUTURE
GROWTH



PUTTING
MALAYSIA
ON THE
MAP



INCENTIVE PROGRAMS

UNESCO
heritage
SITES

WE MUST
CHANGE
OUR
STORY

KEY ECONOMIC
INDUSTRIES

**VIBRANT
BUSINESS HUB**

I'M
certified

BUILDING A
**SKILLED
& PROFESSIONAL
WORKFORCE**



EXPERIENCES
& OPPORTUNITIES

ROO



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