



# Press Release

**FOR IMMEDIATE RELEASE**

## **‘PROFESSIONAL CONFERENCE MANAGEMENT’ A HIT WITH MEETING AND EVENT PLANNERS**

- ***MyCEB and IAPCO praised for championing the efforts to boost the business event industry in Southeast Asia***

**Kuala Lumpur, 3 April 2012** – The regional seminar and training on Professional Conference Management for meeting and event planners jointly organised by Malaysia Convention and Exhibition Bureau (MyCEB) together with International Association of Professional Congress Organisers (IAPCO) took place over three productive days from 14 to 16 March 2012. The seminar saw over 70 participants from around Southeast Asia comprising of professional conference, conventions and event organisers.

An impressive ensemble of experienced world-class speakers shared their knowledge on a range of hot industry topics particularly in areas that would improve the region’s competitiveness globally in the business tourism market. These include topics such as ‘Promoting a Destination and Bidding to Win’, ‘Developing an Effective Sponsorship Strategy’, ‘Exhibition Planning and Development’, ‘Venue and Accommodation Management’ and ‘Registration and On-Site Arrangements and Technology’. At the end of each day, participants presented their findings and observations based on the topics discussed and facilitated by all the speakers.

Designed to transfer up-to-date industry knowledge to meeting and event planners including industry partners, the programme also provides up to 10 hours of continuing education that can be applied towards the Certified Meeting Professional (CMP) programme. This is in line with MyCEB’s aim to encourage industry partners to acquire international certification.

Mathias Posch, President of the International Conference Services (ICS), Canada and also a guest speaker at the seminar said, “The level of enthusiasm by the attendees was remarkable and we are particularly impressed by the work and presentations of the working groups, which showed the commitment and creativity of the delegates attending the seminar”. Equally impressed with the seminar is guest speaker André Vietor, Managing Director of the Viajes Iberia Congressos, Barcelona, Spain who said, “We were not only surprised to see such a high number of participants but more importantly absolutely fascinated by the great interest and enthusiasm shown by all attendees which underlines the strong commitment of all players in the business events industry in Malaysia and its importance to the region of Southeast Asia in general”.

IAPCO represents professional organisers and managers of international and national congresses, conventions and special events. It specialises in conducting trainings to all sectors of the industry and its collaboration with MyCEB carved a milestone by being the first seminar of its kind to be organised in Malaysia to explore new and innovative ways in increasing Malaysia’s competitiveness in the international business events market. As commented by Sarah Storie-Pugh, Ambassador of Congrex UK, London and IAPCO Administrator, “The seminar was a credit to MyCEB and everyone involved in the meetings industry in Malaysia. The participants’ commitment to excellence and their high level of professionalism were exceptional. IAPCO was delighted to be part of their educational programme”.

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## **NOTE TO EDITORS**

### **About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU's goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

In November 2011, MyCEB unveiled its new tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

### **About International Association of Professional Congress Organisers (IAPCO)**

IAPCO is a professional association, serving the needs of professional congress organizers (PCOs) all over the world and setting standards for an industry which is rapidly expanding throughout Asia.

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