



ICCA BEST MARKETING AWARD 2020

Recognising Leadership in Transformation
Through
Extraordinary Collaboration

Submission by
Kuala Lumpur Convention Centre
30 September 2020



This year's theme is Leadership in Transformation and we truly believe our Tripartite Collaboration Model is a very strong demonstration of how leadership in transformation can be brought to life. The Kuala Lumpur Convention Centre (KLCC), Malaysia Convention & Exhibition Bureau (MyCEB) and the International Association of Professional Congress Organisers (IAPCO) entered into a unique partnership to launch the IAPCO webEDGE online platform which will provide globally accredited training to Malaysian Professional Congress Organisers (PCOs). This is a reflection of the Centre's efforts to develop a sustainable business events industry, by putting the importance of professional development in the business events industry on the national and global agenda to advance social and economic growth.

The Challenges

Over the last decade the Centre has been actively investing in industry support and development in order to grow Malaysia's competitive advantage and strengthen the business events industry supply chain. Of major concern has always been the deficit of national Professional Conference Organisers (PCOs) and PCO Services in Malaysia, the number of internationally qualified IAPCO PCOs in Malaysia, if this were to remain the case, we would gradually see business prospects, and Malaysia's business events brand proposition diminish over time.

- 1 Level of professionalism and standard of service offerings is not on par with global standards.
- 2 To fill a vacuum and address the absence of IAPCO certified PCOs in Malaysia.
- 3 Lack of PCOs with sufficient knowledge of scope of work and services expected by international meeting planners.

Innovation & Creativity

Three leading entities (a National Convention Bureau, a progressive Convention Centre and a renowned Global Industry Association) partnered in an initiative that will transform Malaysia's meeting sector through:

- 1 The FIRST-of-its-kind collaboration focused on education and professional development in IAPCO's 51-year history involving a National Bureau, a progressive Convention Centre and a renowned global industry association.
- 2 A flexible online education platform using digital tools without a fixed course duration, giving independence to the participants to complete the training modules at their own pace.
- 3 A training programme that is developed based on actual skill gaps in the industry (Malaysia) and covering the 360-view of organizing and managing an international congress.

Demonstrating Leadership in Transformation

Over the last decade the Centre has been actively investing in industry support and development in order to grow Malaysia's competitive advantage and strengthen the business events industry supply chain. The Centre's strong and long-standing partnership with MyCEB, has resulted in both entities working closely on many joint industry advocacy and engagement initiatives to upskill and develop the capacity of our national industry supply chain, which helped lay the foundation for this collaboration.

- 1 The Centre as initiator to lead a professional development initiative by formulating a unique partnership.
- 2 The Partners' commitment to promoting global industry standards in education.
- 3 Building and advancing the sustainability of our industry supply chain.

Lesson for Members

- 1 Venues too can advocate and speak for the industry by fostering engagement with national bodies and global associations that can contribute to the growth of the national meeting sector and the nation's economic and trade landscape.
- 2 How does a collaborative partnership work in keeping the interest of all partners and achieving the set out goals.
- 3 Professional development is important to advance the sustainability of our industry and to grow a talent pool of new leadership.
- 4 Strong co-operation amongst and between our industry supply chain is required for the sustainability and growth of our industry.
- 5 Be bold and ambitious as there is always a willing party who shares your vision.
- 6 Collaboration provides numerous opportunities to expand your network and business development opportunities.
- 7 Collaboration can provide great brand exposure to a larger audience.

Project Roll Out

Partnership Formulation

Project was brought to life and initiated by KLCC to address the PCO deficit in Malaysia. The Centre identified potential partners it would approach to start a dialogue on how this could be addressed and to share their ideas on what could be done.



KLCC approached IAPCO and started a dialogue. IAPCO embraced the challenge and were keen to collaborate.



KLCC approached MyCEB to support the initiative and MyCEB agreed.



IAPCO identified the webEDGE platform as an ideal tool. KLCC, MyCEB and IAPCO agreed to a Corporate Partnership Package Agreement to cement the partnership.



A tripartite partnership agreement was signed off.

Project Initiation

The programme kicked off in Malaysia in May with a designated group of participants who undertook the IAPCO Self-Assessment Questionnaire, to determine the skill gaps and current landscape in Malaysia with regards to PCO expertise across the supply chain. This was to determine how the modules could be customized and to address needs that applied to the local context.

Thereafter the programme was launched locally at the IAPCO PCO Continued Professional Development Programme in August with a local immersion workshop and webinar which introduced registered participants to the WebEDGE online education platform and the registration process.

The webEDGE online Education platform includes 14 modules ranging from risk assessment and negotiating to delegate engagement.

Phase 1 (2020)

- 20 unique login Free of Charge access codes to the webEDGE portal.
- 50% registration fee discount for Malaysia-based users.
- Access is valid for 1 year and will include all 14 WebEDGE modules.
- Successful completion of WebEDGE programme will result in user receiving 14 CMP Points.

Phase 2 (2021)

- IAPCO will design and create the content for a 3-day EDGE Seminar programme to be held at the KLCC, comprising of an education programme for the Meetings Industry plus a closed session for designated PCOs, delivered by 2 IAPCO Faculty members.
- Certificate Presentation Ceremony at the end of the EDGE Seminar.

Communication Plan

A Joint Communication Strategy & Marketing Plan encompassing a significant marketing campaign was put together and promotion will continue throughout the period of the partnership agreement into 2021.

Launch Mechanics

- Launch to the IAPCO membership at their 51ST Annual Meeting and General Assembly, February Vancouver, 2020.
- Global launch at IMEX, Frankfurt May 2020 - due to the evolving Covid-19 pandemic, the global launch at IMEX was converted to a virtual announcement on 5 May 2020.
- National launch in Malaysia at the IAPCO PCO Continued Professional Development Programme in August.

Marketing & Promotion Platforms

- Media Releases, Interviews & Announcements.
- Joint announcements across IAPCO, MyCEB, KLCC marketing and membership platforms including social media campaigns.
- Continued marketing presence and postings, web banners, websites, social media and webinars as well as digital/virtual platforms.
- Promotions through partners' owned and bought channels (traditional and new media).

Industry Engagement and On-Boarding

- IAPCO's publication (The PCO, published 5 times per year), monthly newsletters (IAPCO Insider) as well as through social media and other industry channels.
- Distribution of the Self- Assessment Form and collation of industry feedback to inform incorporation and development of potential new modules. Information provision and input into the existing 14 Module content which resulted in a customised/localised context for Malaysia.

- A local immersion workshop and webinar which introduced registered participants to the WebEDGE online education platform and the registration process.
- An official Industry launch, at the annual Malaysia Business Events Week (MBEW) 2020.
- During the annual Malaysia Business Events Week, KLCC and MyCEB jointly hosted a hybrid “Continued Professional Development Programme” with over 56 participants. The engagement programme also incorporated a SWOT session to assist participants to align industry needs to the education modules and to identify potential new learning content for future modules of the webEDGE education programme.

Detailed Ambitions

- To address professional development gaps in the industry supply chain through a viable industry partnership model.
- To gain collaboration from an internationally recognised industry association that offers accredited professional education.
- To create a pool of certified PCOs to enhance professionalism of the industry supply chain and increase Malaysia’s competitiveness.
- To gain market leader brand positioning and global exposure in order to grow Malaysia’s profile and market share.
- To align professional delivery of PCO services to an international standard.
- To grow the meeting sector in Malaysia.
- For the meeting sector to be recognised in its right by the Government of Malaysia for its contribution to social and economic development and its positive brand elevation of Malaysia.

Leadership in Transformation

- By leading and delivering an opportunity to make education accessible to all for the betterment of the Business Events Industry, the Centre’s demonstrated commitment to its industry leadership role by initiating this project.
- Provision of the Centre as a resource for all activities undertaken as part of this project at no financial cost.
- Provision of the Centre’s subject matter expertise, experience and knowledge to drive tangible outcomes.
- MyCEB’s commitment to support capacity building by financially sponsoring an education platform that provides affordable self-advancement of industry professionals.
- IAPCO’s commitment to knowledge provision to deliver professional education that is accessible to all and to offer a compelling partnership that is tailored to a local context.
- WebEDGE will be free to all IAPCO Members and charged at an affordable fee to non-members.

Social Impact

- The Tripartite Partnership is a socially based community enhancement focus to create jobs, advance business success and elevate professional advancement
- By investing in professional education initiatives we are building a sustainable talent pool, job security and social enterprise development of emerging small companies that are strengthening our industry supply chain and contributing to Malaysia’s competitiveness to attract and global meetings and events.
- The webEDGE programme is affordable and available to all Malaysian participants at a 50% discount
- 47 participants completed the IAPCO Assessment Questionnaire
- 52 have applied to take the IAPCO WebEDGE Education Course – as at Sept 2020
- 27 face to face attendees and 29 virtual attendees participated in the IAPCO PCO Continued Professional Development Programme local immersion workshop and webinar in August 2020

Financial Impact

- The financial support model was based on the role each partner could play in contributing their time, resources, infrastructure and expertise to the project and bringing together the right partners to the sponsorship requirements to support the investment made by IAPCO to develop the webEDGE online education platform.
- 20 free registrations were allocated to provide to designated companies and partners.
- 50% discount to all Malaysian participants who register for the WebEDGE Programme.
- KLCC as the venue partner will provide full venue and team support to all meetings, workshops, virtual meetings, engagement forums from the launch phase to the completion of the programme which will culminate in the IAPCO Malaysia EDGE Seminar in 2021.

PR & Marketing Opportunities & Impact

- Promotional Opportunities in line with as Exclusive Partner Sponsor of the WebEDGE online education platform
- Exclusive KLCC brand recognition on WebEDGE home page (for 'term of campaign').
- Announcement at IAPCO AM&GA in Vancouver, February 2020 of partnership to IAPCO Members
- 1 x partner registration at IAPCO AM&GA in Vancouver, February 2020, for KLCC representative (excludes travel/accommodation)
- Inclusion in all PR-related activities throughout the launch of WebEDGE (internal to IAPCO Members as well as externally to the meetings industry) with brand recognition
- Invitation for partner representation to be present at official press launch event to be held at IMEX Frankfurt in May 2020. (curtailed due to Covid-19)
- 1 x partner registration at IAPCO AM&GA in Rome, February 2021, for KLCC representative (excludes travel/accommodation)

IAPCO Members' Statistics of Relevance

- IAPCO company members are based in 40 countries around the globe
- Many of our IAPCO members research the destinations and convention centres for their clients for their events and conduct feasibility reporting prior to bidding stages
- IAPCO company members managed over 5,630,000 event participants in 2018
- IAPCO members delivered 18,662 meetings in 2018, an increase of 3,000 from 2017
- The economic impact of the IAPCO members' business in 2018 was 9.1 billion Euros

Legacy Generation

- The Centre in collaboration with IAPCO and MyCEB are developing a Legacy Project based on this collaboration which IAPCO can use as a model to take to other countries facing similar challenges.

“IAPCO’s mission is to raise the standard of service amongst our Members and others in the meetings Industry. It is an honour when we can do so with partners that share this mission and there are no better examples of this than in MyCEB and KLCC. IAPCO’s Training Academy has created a very unique multi-phase Continued Professional Development programme with MyCEB and KLCC that we believe will provide Malaysian meeting professionals with new training, knowledge and expertise so that they are better equipped to deliver in this ever-changing landscape and to compete internationally for the long-term.”

Martin Boyle, CEO, IAPCO

“As the National Bureau, MyCEB is pleased to partner with KLCC for the collaboration on the IAPCO WebEDGE Program. This Continued Professional Development Program will provide the latest development and more opportunities to the Malaysian meetings industry players. In addition to developing more PCOs to the talent pool, the program will also further increase job competency and professionalism as well as job opportunities in the market place.”

Dato Sri Abdul Khani, CEO, MyCEB

“It is so timely that this initiative has come to fruition as, now more than ever, up-skilling and diversification is more crucial than ever. With the continued impact of Covid-19 Malaysia is faced with small PCOs struggling to survive and even major PCOs in Malaysia have been impacted too. This educational platform could not have been made available at a better time when the entire industry is in need of a massive rejuvenation as the world slowly steps into recovery mode. It is essential for PCOs especially now to help their clients to remain business resilient.

Alan Pryor, GM, Kuala Lumpur Convention Centre

