

# the 6<sup>th</sup> Executive MasterClass

Meetings • Incentives • Conventions • Exhibitions • Events & Destination Marketing

The World's First Integrated Approach to the above Industry started in 2004

Borneo Convention Centre Kuching

*Sarawak Welcomes the world*  
the 6<sup>th</sup> Executive MasterClass

Sponsored by



SARAWAK  
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CONVENTION  
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SARAWAK, MALAYSIA

FOUR POINTS  
BY SHERATON



## Why an Executive Masterclass in the Meetings, Incentives, Conferences, Exhibitions & Events Industry?

With the development and construction of more convention and exhibition centres, sports and event venues in Korea, Thailand, Hong Kong, Macau, Malaysia, India, Japan and especially China, there is a

great need for professionalism and quality management in the meetings and events industry.

Today, the current trend is to scout for talented industry players who are competitive, in order to face the many challenges & constantly changing environment.

The Executive Masterclass aims to bridge this gap by providing an integrated program specifically for those working within the meetings and events industry. This program has been designed by experts and masters in their field who have developed a comprehensive understanding and practical know-how from working in the industry. This program in its 6th year is the first of its kind to address all issues facing by organizers today.

The group of facilitators and trainers has critically analyzed other such courses around the globe and in turn has devised a program that incorporates a complete overview of the meetings and events industry. Whilst other programs offer a limited number of case studies, the Executive Masterclass aims to provide a concise breakdown of the meetings and events industry through a variety of case studies from Europe and the Asia Pacific region. Speakers from Australia, Germany, Malaysia and Singapore will deliver these case studies in a seminar and workshop format. Program speakers include Managing Directors, General Managers and experts of major sporting corporations, convention bureaus and congress centres, destination management companies, event marketing, corporate training associations, hotels and meeting facilities.

The six day intensive program incorporating many workshops and panel discussions will offer an excellent opportunity to the trade. The program will also grant the participants the opportunity to network with a number of international meeting and event industry experts.

Anthony Wong

Chair, ICCA Asia Pacific

1st Vice President, ICCA (International Congress & Convention Association)

Adjunct Fellow (Associate Professor), Universiti Utara Malaysia

# 7 Days 6 Nights at USD 2,500

*The full package includes training, hotel stay, meals & coffee breaks, ground transfers, certificate (exclude air-fares & taxes)*



Venue : **Borneo Convention Centre Kuching**

Date : **9th-15th August, 2009**

## A Who should attend? Target Groups

- Professional Conference Organisers (PCO)
- Destination Management Companies (DMC)
- Professional Event Organisers
- Professional Exhibition Organisers (PEO)
- Hotel and Resort Operators with Convention & Event Facilities.
- Corporate and Government Employees.
- Marketing & Public Relations professionals that work with airlines, tours and travel companies, convention centre managers.
- Entrepreneurs
- Professors, Lecturers and tutors of Hospitality and Tourism, Events & Business Degrees.
- Convention Bureau Executives & Managers.

## B Training Methodologies?

An intensive 55.5 hours international training program on the Meetings, Incentives, Conventions, Exhibitions, Events and Destination Management combining realtime-case studies, interactive workshop sessions and lectures by renowned industry CEO's, policy makers and institutional leaders from around the world. This professional training program will allow the MasterClass Graduates to obtain credit hours that will allow them to pursue advance professional training courses in local universities. The training programme will try to conform to the Green Meetings Practices.



Official Venue:

**BORNEO**

CONVENTION  
CENTRE KUCHING  
SARAWAK, MALAYSIA

# The first purpose-built Convention Centre on the Island of Borneo

## Comments from professionals worldwide:

"I find your idea excellent and strongly believe that there is a need for our industry to change and adapt to the global needs and wants of our clients"

– **Hans Henrik Friis**, Director of South East Asia and Germany, Brahler ICS Pvt. Ltd.

"I think the whole idea is stunning... There is a serious gap in the market in that area and you have potential to be able to fill it"

– **Bryan Andrew**, Product Development, Rennis Incentive, South Africa

"Anthony, I like you feel so passionately about the industry, so count on me as a supporter... I want to see the industry get what it deserves and needs."

– **David Hall**, David Hall & Associates, Australia

"The Executive Masterclass is a fabulous initiative and a terrific investment towards the future of our industry"

– **Rob Weeden**, Director of Sales and Marketing, Shangri-La Hotel Sydney

| Executive MasterClass Training Program Outline |  |
|--|--|
| <b>DAY 1</b><br>Aug. 09                        | <ul style="list-style-type: none"> <li>Welcome dinner</li> <li>Introduction of EMC 2009</li> </ul>   |
| <b>DAY 2</b><br>Aug. 10                        | <ul style="list-style-type: none"> <li>Introduction to the Meetings &amp; Events (M.I.C.E. Industry) Relationship with the Leisure Industry</li> <li>Case-Study-1</li> <li>Workshop-1</li> </ul> |
| <b>DAY 3</b><br>Aug. 11                        | <ul style="list-style-type: none"> <li>Destination Marketing</li> <li>Case-Study-2</li> <li>Workshop-2</li> </ul>  |
| <b>DAY 4</b><br>Aug. 12                        | <ul style="list-style-type: none"> <li>Meetings/Conventions/Exhibitions – Infrastructure &amp; Services</li> <li>Case-Study-3</li> <li>Workshop-3</li> </ul>                                     |
| <b>DAY 5</b><br>Aug. 13                        | <ul style="list-style-type: none"> <li>The Incentive Travel Market</li> <li>Case-Study-4</li> <li>Site Visit-Educational Tour</li> <li>Workshop-4</li> </ul>                                     |
| <b>DAY 6</b><br>Aug. 14                        | <ul style="list-style-type: none"> <li>Events Management</li> <li>Case-study-5</li> <li>Workshop-5</li> </ul>  |
| <b>DAY 7</b><br>Aug. 15                        | <ul style="list-style-type: none"> <li>Inter-related Activities and Actions</li> <li>Case-Study-6</li> <li>Workshop-6</li> <li>Certificate Presentation</li> </ul>                               |

| Speakers & Facilitators         |  |
|---------------------------------|--|
| • <b>Anthony Wong</b>           | – Group Managing Director, AOS Experiential Education Centre Sdn Bhd, Malaysia   |
| • <b>David Hall</b>             | – David Hall & Associates, Australia   |
| • <b>Jill Henry</b>             | – Chief Executive Officer, Sarawak Convention Bureau (SCB), Malaysia   |
| • <b>Hans Henrik Friis</b>      | – Director, South East Asia Brahler ICS, Germany   |
| • <b>Trevor Gardiner</b>        | – Chief Executive Officer, Amlink Technologies, Australia  |
| • <b>Jane Vong Holmes</b>       | – Regional Director Asia Pacific, ICCA Asia Pacific Regional Office, Malaysia  |
| • <b>Trevor McCartney</b>       | – Chief Executive, Borneo Convention Centre Kuching, Sarawak, Malaysia   |
| • <b>Paul Flackett</b>          | – Managing Director of IMEX  |
| • <b>Dato Ahmad Bakri</b>       | – Former Director General, Malaysia Tourism Promotion Board (Tourism Malaysia)<br>– Secretary General, (Sports Commissioner at the Ministry of Youths and Sports-Commonwealth Games '1998) |
| • <b>Mohd Rosly Selamat</b>     | – Director, Malaysia Convention & Exhibition Bureau (MYCEB)  |
| • <b>Amos Wong</b>              | – General Manager, AOS Convention and Events Sdn. Bhd, Malaysia  |
| • <b>Mohammed Izuddin Rosli</b> | – Former Sales and Sponsorship Manager, Sepang F1 International Circuit (SIC), Malaysia  |
| • <b>Prof Dr Sim Kui-Hian</b>   | – President, National Heart Association of Malaysia (NHAM)<br>– Chair, Asian Pacific Society of Cardiology (APSC)  |
| • <b>Tom Nutley</b>             | – Former Chairman, Reed Travel Exhibitions   |
| • <b>Benedict Jimbau</b>        | – Chairman, Rainforest World Music Festival- Sarawak Tourism Board   |

For registration and full programme details, please visit our website at:

**www.executivemasterclass.com.my**

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### Official Hotel

**FOUR POINTS**  
BY SHERATON

FOURPOINTS.COM/KUCHING

### Supported by

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The Worldwide Exhibition for Incentive Travel, Meetings & Events

**ICCA**

International Congress & Convention Association

**site**

Society of Incentive & Travel Executives

**DAVID HALL & ASSOCIATES**

THE CONVENTION & VISITOR BUREAU SPECIALIST  
David Hall & Associates

**IAEM**

International Association for Exhibition Management (IAEM)  
Asia Pacific Office in Singapore

**PATA**

Pacific Asia Travel Association  
Pacific Asia Travel Association



Pembangunan Sumber Manusia Berhad (PSMB)



**SARAWAK**  
CONVENTION BUREAU

Sarawak Convention Bureau

**BORNEO** CONVENTION CENTRE KUCHING SARAWAK, MALAYSIA

Borneo Convention Centre Kuching Sarawak

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AOS Conventions & Events

Organised by :

**AOS Experiential Education Centre Sdn. Bhd.** (188788-A)

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