



**KUALA LUMPUR**  
**CONVENTION CENTRE**



# **1<sup>st</sup> Penang International MICE Conference**

**An Emerging Destination of Choice**

**18<sup>th</sup> December 2010**

**Ghotel  
Penang**



# Promoting and Marketing Of Business Tourism In Penang



# Venue Requirements

## The Hardware



# The Hardware

## *Building Facilities*

- Ballroom
- Banquet Hall
- Conference Hall(s)
- Exhibition Hall(s)
- Meeting Rooms



# The Hardware

## ***Building Facilities***

- VIP Suite(s)
- Medical Suite
- Storage
- Staff Amenities
- Kitchen(s) / Serveries



# The Hardware

## ***Building Facilities***

- Uniform Store / Linen Store
- Information Technology (IT)
- Audio Visual (AV)
- Building Facilities



# The Hardware

## *Building Facilities*

- HR
- Security
- Utilities



# The Hardware

## *Flexibility*

- Rigging
- Power
- Water
- Carpet Tiles



# The Hardware

## *Equipment*

- Crockery
- Cutlery
- Glassware
- Kitchen Utensils
- AV Equipment



# The Hardware

## *Equipment*

- Furniture
- Royal Requirements
- VVIP Requirements



# The Hardware

## *Business Related Items*

- Exhibition
- Conference
- Meeting
- Banquet
- Entertainment
- Uniforms



# Venue Requirements

## The Software



## The Software

- Develop your “Mission”, “Vision”, “Values”
- Human Capital  
(The right team in all the areas required)
- Training and Development
- Create the Right Culture
- Lead from the front



# Venue Requirements

## Pre-Opening



## Pre-Opening

- Public Awareness
- “Buy In” from all stakeholders
- Develop Marketing Plan
- Collateral
- Trade Show Attendance
- Site Inspections
- Pre-Opening Office / Marketing Suite



# Venue Requirements

## Opening



## Opening

- What sort do you want?
- One-Off Gala
- Targeted Groups
- Community Based
- Preview / Shake-Down Events



# Venue Requirements

## Post-Opening



## Post-Opening

- Standards
- Motivated Team
- Food Quality
- Policies / Procedures
- Range of Events
- Deliver on the Promise



# Venue Requirements

## Some Ideas



## Some Ideas

- “Team Penang”
- Cultural Showcase
- “Wow” Factor



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