

**BE @
PENANG**

5th Edition

10 & 11 DEC

*“... be strong, bold,
fearless and become a
force to be reckoned
with as leaders and
industry experts in
charting the path to
success no matter what
crisis comes your way.”*

BE
INEVITABLE
— VIRTUAL CONFERENCE —
2020

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BE INEVITABLE 2020

BE @ Penang returns for its 5th edition with a theme that urges the industry, the businesses, the players and professionals to be fearless and bold in charting the path to success no matter what crisis comes their way.

When COVID-19 hit Malaysia and the Movement Control Order (MCO) was imposed on 16 March 2020, business events together with tourism took a huge hit. With almost zero business for 2 months and a slow and painful recovery post-MCO, the industry banded together to work on a recovery plan for the immediate and near future.

In July 2020, PCEB unveiled the Business Events Penang Rejuvenation Plan 2021 - 2023 charting the recovery plan and strategies for the business events industry. The plan is built on 3 thrusts: collaboration, digitalisation and education.

The first initiative that was launched is the Next Normal Guidelines for Business Events Penang that was brought together through the

collaboration between industry leaders and contributors from 6 main sectors.

In terms of education, the BE @ Penang conference plays a big part in providing a platform for industry partners to participate in knowledgeable sessions by industry professionals and upskill themselves while putting what was shared into practice at their organisations.

BE @ Penang 2020 is designed with these 3 thrusts as its foundation, and virtually brings together industry leaders from around the world here for an intensive two-days of knowledge-sharing and networking.

The theme of this year's edition is BE INEVITABLE. It is a call of action to business events industry partners to be strong, bold, fearless and become a force to be reckoned with as leaders and industry experts in charting the path to success no matter what crisis comes their way.

9:00 am Virtual Opening Ceremony

Welcome Address by Mr. Ashwin Gunasekeran
CEO of Penang Convention & Exhibition Bureau

Welcome Address by Hon. Mr Yeoh Soon Hin
Penang State Exco for Tourism and Creative Economy

Welcome Address by Rt. Hon. Mr. Chow Kon Yeow
Chief Minister of Penang

9:25 am Keynote Address

Professor Eddie shows us in concrete and practical ways through reinvention and new ways to work and build businesses in a complex changing world that you have never seen before. You will be able to build new business opportunities and possibilities while pushing them through difficult

Presenter

Professor Eddie Obeng

10:10am Driving Tourism and Creative Economy 2021 & Beyond

This session takes us through the initiatives carried out by the Penang State Government and related stakeholders to stimulate tourism post-Covid19 and to ensure Penang is safe for travellers.

Presenter

Hon. Mr Yeoh Soon Hin,
Penang State Executive Councillor for
Tourism and Creative Economy

10:35 am Business Events Industry Outlook: 2021 and Beyond

This session examines the current scenario of business events in Malaysia and the reality and possibilities we face in 2021 with Covid-19 still looming over us. How do we move on for the next 6 months for survivability and what can we capitalise in the next 6 months that are concrete.

Moderator

Jane Vong Holmes,
GainingEdge

Panellists

Angeline Lue-van den Broecke,
Kuala Lumpur Convention Centre

Ashwin Gunasekeran,
Penang Convention & Exhibition Bureau

Fu Kei Cheong, *CMP*,
Anderes Fourdy Events

DAY ONE

BE INEVITABLE 2020

11:30 am

Business Events Penang Assemble

2021 is going to be a year of recovery for the industry. We need to band together and work towards the common goal of rejuvenating business events for our destination. Join PCEB and the Penang State Government in our mission to be ready and be inevitable for business.

A special presentation on the Business Events Penang Rejuvenation Plan 2021 - 2023

11:55am

Lunch Break

1:05pm

Forest Bathing, a therapy by nature

Immerse yourself in nature to unlock a whole host of benefits for body, mind and soul. The Habitat Penang Hill provides a guide on managing stress in these testing times.

Facilitated by

The Habitat Penang Hill

1:40pm

Facing Risks Head On - Preparing for Live Association Meetings in A Time of Crisis

What are the risks associations face presently and in coming years when Covid-19 is still around? What can the destination and venue do to minimize the risk? Following the pandemic, what are some of the new terms & conditions that would become the new normal when it comes to selecting destination and venue? What can we expect from the association/-destinations/venues?

Moderator

Noor Ahmad Hamid,
ICCA Asia Pacific Regional Office

Panellists

Leonie Ashford,
Tourism New Zealand

Mona Manap,
Place Borneo

Dr Regunath Kandasamy, Neurosurgical
Association of Malaysia

2:30pm

Malaysia Travel Industry Outlook : 2021 and Beyond

Datuk Musa Yusof, Tourism Malaysia's Deputy Director General (Promotion) will share the plans for tourism recovery in Malaysia in the coming months as well as marketing strategies employed by the tourism board to stimulate domestic and international travel for the country.

Presenter

Datuk Musa Yusof

DAY ONE

BE INEVITABLE 2020

2:50pm

Infrastructure Gamechanger: Kickstarting Air Travel When the World is at Standstill

This session will focus on the latest air travel developments from Malaysia's national carriers - Malaysia Airlines and Firefly on their post-Covid19 strategies and plans, and Firefly's move to establish Penang as its new regional hub in Northern Malaysia.

Speakers

Phillip See,
Firefly

Lau Yin May,
Malaysia Airlines

3:20 pm

Incentive Travel Post Covid-19: Going Beyond the Point of Readiness

Will incentive travel start once the vaccine is ready and rolled out or are we in for a longer than expected lull? In this session, we examine the reality of the situation, find out what incentive buyers are looking for, and when the buying season is expected to start.

Moderator

Karen Yue,
TTG Asia Media

Panellists

Jex Wong,
Nu Skin

Rajeev Kohli, *CIS, CITP, DMCP,*
Creative Travel

Yap Sook Ling,
Asian Overland Services Tours
& Travel

4:05pm

Day 1 Ends. See You Tomorrow

DAY TWO

9:00am

CEO Deep Dive
BY INVITATION ONLY**Facilitated by**
Professor Eddie Obeng

9:50am

Get Spicy and Invigorate Your Mind
The Spice Gurus of Tropical Spice Garden take us on a journey of wellbeing through spices.**Facilitated by**
Tropical Spice Garden

10:25am

Learning Curve: Business Opportunities and Possibilities That Come From Collaboration
This session explores how collaboration between business events organisations can open doors to new business opportunities, shared learning and stronger alliances. Discover how Penang has leveraged on its collaboration with Japan and Taiwan.**Moderator**
Dr. Keiko Nishimoto,
Kyoto University
Panellists
Ashwin Gunasekeran,
Penang Convention & Exhibition Bureau

Hiromi Murayama,
PACIFICO Yokohama

Jason Yeh,
GIS Group

11:15am

Get Real with Technology: Making Technology Work to Stimulate Business in the New Normal
In this session, we hear from business leaders and tech innovators on the potential of technology to stimulate business in the new normal. We find out from them the potential of technology available, what technologies we need to invest in to capture new business and serve existing clients, and is there a real need to create bespoke tech solutions or should we just subscribe to existing solutions.**Moderator**
Mona Manap,
Place Borneo
Panellists
Eric Ho,
Pico International (M)

Rahul Bharadwaj, *CMP*,
Anderes Fourdy Events

Tony Yeoh,
Digital Penang

Yusno Yunos,
Evenesis

12:20pm

Lunch

1:00pm

Reinvention and Creativity: Piquing Domestic Travel Desire in Tiny Singapore

Convincing savvy travellers to explore their own backyard isn't easy, especially when many residents believe they are already familiar with the tiny island they call home. So, how are Singapore's travel and tourism stakeholders getting locals to buy into the idea of domestic travel and bring about much needed support for local businesses?

Presenter

Karen Yue,
TTG Asia Media

1:30pm

Closing Keynote

Roshan Thiran is the Founder and CEO of Leaderonomics, a leading cause-driven leadership development firm in Asia Pacific. A recipient of Global HR Award and the Malaysia HR Leader Award, Roshan shares with us why it is crucial for reskilling when resources are tight and businesses are in survival mode. Discover what are the vital skills each person needs in this economy.

Presenter

Roshan Thiran,
Leaderonomics

2:05pm

Inevitability: Unlocking resilience and adaptability through art

Penang artist Esther Geh is a trained anaesthesiologist who turned to art full time in later stages of her career. She takes us on a journey to unlocking resilience and adaptability as she guides us through creating our own work of art.

Facilitator

Esther Geh,
The Art E Space

*This art workshop requires preparation of supplies beforehand.

Materials needed:

1. Print of predrawn template (**DOWNLOAD HERE**)
2. Colouring supplies (a set of watercolours, colour pencils or watercolour pencils)
3. Black pen (permanent ink - 0.1 /0.2/ 0.3, or whatever you have really)

Note: Esther will be painting in watercolour, but you can also use colour pencils or watercolour pencils

3:05 pm -
3:10pm**Closing Ceremony**

**Thank you for being part of
BE @ Penang 2020.
See you next year for the 6th edition of
BE @ Penang.**

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