

# MALAYSIA BUSINESS EVENTS WEEK

OUR FUTURE  
BY DESIGN

**21-23 SEPTEMBER 2015 • SHANGRI-LA KUALA LUMPUR**

Participate at the Malaysia Business Events Week 2015 from 21 – 23 September 2015. Be engaged in the three days programme themed "Our Future by Design", where the business events industry can take greater ownership of its future through education, networking and idea exchange.

**GUY  
BIGWOOD**



## **SESSION 1 : KEYNOTE**

*Designing A Sustainable Future*

*Driving Innovation, Building Trust, Empowering Performance:  
How Brands And Destinations Are Transforming Through  
Sustainability*

## **SESSION 2 : WORKSHOP**

*Sustainable Events*

*Best Practices In Developing And Executing Sustainable Events*

## **SESSION 3 : WORKSHOP**

*Sustainable Business Strategy*

*Where And How To Start A Sustainability Program In The Business  
Events Industry*

**ROGER  
SIMONS**



## **REGISTRATION FEES**

*IPP Partners / MACEOS : RM583.00 per person  
Non-Partners : RM742.00 per person*

*\*all rates are inclusive of 6% GST*

For enquiries on registration or information on Malaysia Business Events Week 2015, you may email the Secretariat at [bew@myceb.com.my](mailto:bew@myceb.com.my)



**HRDF  
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