

MALAYSIA
BUSINESS
EVENTS
WEEK

OUR FUTURE
BY DESIGN:
*Embracing
Change*

12 – 14 August 2018

**Genting International Convention Centre
Genting Highlands, Pahang**

Featured Speaker

Pádraic is the Managing Partner at SoolNua, a specialist agency helping destinations, hotels, and venues with marketing, strategy, and training for the MICE marketplace. Prior to founding SoolNua, Padraic was Vice President of Ovation, MCI's global DMC network, and Vice President of Industry Relations at MCI.

He has written and spoken all over the world on many aspects business events and regularly contributing to industry bodies. Areas of interest include Place Branding, Workplace Culture, Digital Marketing, Branding, Service Marketing, Regulations in the Pharmaceutical Industry, Measurement and Return on Investment, Defining Value Proposition, the Business Case for Meetings and Events etc.

Check out his award winning blog:
www.padraicino.com

Registration Fees

IPP / MACEOS members	RM 848	nett per person
Non-members	RM 1,060	nett per person
Association / Academician	RM 318	nett per person

**For every three (03) full paying delegates,
the fourth delegate is on complimentary.**

Let's connect:   mbew@myceb.com.my

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MINISTRY OF TOURISM AND CULTURE
MALAYSIA

Speaker's Profile



Pádraic Gilligan

Managing Partner
SoolNua

13 August 2018 Monday

Selling Your Destination:

'How to generate €20m in meetings and incentives by collaborating with your competitors'

14 August 2018 Tuesday

- **How to Craft a Winning RFP**
- **Goodbye Traditional Destination Marketing - Hello Genuine Economic Engagement**

REGISTRATION IS NOW OPEN
www.mbew.com.my



Registration fee is inclusive of access to sessions, meals and welcome reception



Fee is inclusive of 0% GST



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MALAYSIA
Convention
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