

# MALAYSIA BUSINESS EVENTS WEEK

EXCEEDING  
EXPECTATIONS

14 to 20 August, 2014  
Pullman Kuala Lumpur Bangsar

## Take Your Business Events To Greater Heights

Find out the secrets behind designing innovative conferences and events at the inaugural Malaysia Business Events Week happening from 14 to 20 August 2014 in Kuala Lumpur.



### Organising An Event? Let's Make It A Game Changer

by Dr. Jason Fox - Making Clever Happen

Ever wondered how to use game thinking in non-game contexts? Now you can. Unpack the science behind gamification and game design and introduce it into the conference experience. Learn all this and more with Dr. Jason Fox and change the way you perceive organising an event.

### The Meeting Doctor - Solving Severe Headaches In Meeting Programmes

by Mike van der Vijver - Meetings By Design

Meetings don't have to be boring. Or follow a fixed template. Tackle solutions to typical meeting headaches head-on. You will discover novel approaches in hosting meetings that are more relevant and engaging with Mike van der Vijver. Be a step ahead whenever you plan for meetings in the future.

Understand the strategy in organising business events that are a cut above the rest. Visit [www.mbew.com.my](http://www.mbew.com.my)

\*For registration, email: Ms Haley Tan at [gin@myceb.com.my](mailto:gin@myceb.com.my).

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