



HCA & The Global Association Meetings Protocol

City: KUALA LUMPUR

Global Associations Meeting Protocol - 4 Pillars (Source: ICCA Global Association Meetings Protocol)

These provide a structured framework for destination leaders to optimize how they work with association clients in the future.

Sustainability, Equity & Legacy

Association clients are facing increasing pressure from their organizations and partners to be more transparent about how they're collaborating with host destinations to decrease environmental impacts and increase benefits to a wider breadth of community members and stakeholders.

Sustainability; equity, diversity and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively. Some specific strategies here are:

- Work closely with associations to help them achieve their legacy objectives.
- Balance the need for growth with responsible and sustainable development.
- Develop a sustainable tourism and events strategic framework.
- Improve equity, diversity and inclusion across organization staff
- Protect and steward the natural environment and our authentic social and cultural characteristics
- Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality.
- Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume.
- Increase collaboration with local community organizations to address social issues

Crisis Planning & Mitigation

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events. Some specific strategies here are:

- Pay close attention to safety, health and security as a strategic consideration in our future planning.
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises.
- Expand networks and collaboration with health, safety and security organizations to improve the destination's resilience to future shocks.
- Increase direct involvement in risk assessment and mitigation strategies for business events.
- Engage in scenario planning to help be prepared for future disruptions and opportunities

Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel. Some specific strategies here are:

- Increase advocacy efforts regarding border trade and travel restrictions.
- Actively encourage policy makers to reduce barriers to travel.
- Diversify revenue sources to maintain and expand current funding levels.
- Play more of a central role in advocacy in the destination.

Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client. Some specific strategy here is:

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events.
- Develop outreach programs in the local community to broaden industry networks.
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination.
- Enhance engagement with local community to manage future considerations for the visitor economy.

How is the city of Prague aligning with the Global Meetings Protocol?

Sustainability, Equity & Legacy

Sustainability; equity, diversity and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sustainability, equity & legacy strategies?

- Work closely with associations to help them achieve their legacy objectives. **YES**
- Balance the need for growth with responsible and sustainable development. **YES**
- Develop a sustainable tourism and events strategic framework.
- Improve equity, diversity and inclusion across organization staff **YES**
- Protect and steward the natural environment and our authentic social and cultural characteristics **YES**
- Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality. **YES**
- Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume. **YES**
- Increase collaboration with local community organizations to address social issues **YES**

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

- *BE Legacy Programme:*
As part of MyCEB's legacy, we introduced the BE Legacy programme at the Asian and 3rd Global Wound Conference 2021, with our first collaboration with the Malaysian Society of Wound Care Professionals (MSWCP) by sponsoring the Wound Care Kit to all MSWCP representatives. Each kit contains medical essentials that can be used for up to 30 patients and to be utilise by health care professionals at all represented rural clinics.
- *Meet in Malaysia @ Malaysia Business Events Week (MIM @ MBEW) 2022:*
With the theme "Reshaping Business Events", some of the important topic that was featured is about diversity, equity, & inclusion, sustainability. MIM @ MBEW 2022 is MyCEB's flagship event aim to focus on reviving Malaysia's business events ecosystem by knowledge exchange and building relationships to elevate professionalism with resilience. The event showcases latest trend, best practices and case studies with a focus on sustainability and digitalisation. The event was also planned with sustainability in mind.

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sustainability, equity and legacy?

Crisis Planning & Mitigation

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events:

1. At present is your *city/ CVB/ destination partners* implementing any of the following crisis planning & mitigation strategies?

- Pay close attention to safety, health and security as a strategic consideration in our future planning. **YES**
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises. **YES**
- Expand networks and collaboration with health, safety and security organizations to improve the destination's resilience to future shocks. **YES**
- Increase direct involvement in risk assessment and mitigation strategies for business events. **YES**
- Engage in scenario planning to help be prepared for future disruptions and opportunities **YES**

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

- *MySafe Business Events Planner*

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to crisis planning & mitigation?

Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel

1. At present is your *city/ CVB/ destination partners* implementing any of the following advocacy and policy strategies?

- Increase advocacy efforts regarding border trade and travel restrictions. **YES**
- Actively encourage policy makers to reduce barriers to travel. **YES**
- Diversify revenue sources to maintain and expand current funding levels. **YES**
- Play more of a central role in advocacy in the destination **YES**

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

- *Langkawi International Tourism Travel Bubble*
- *Singapore-Malaysia Vaccinated Travel Lane (VTL)*
- *Green Lane Reciprocal Travel Bubble with Indonesia*
- *MyCEB's 3R initiative as a recovery programme for the business events industry*
- *MyCEB's MySafe Business Events Planner*
- *MyCEB's BE Steward Programme to help accelerate the national vaccination programme*

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to advocacy and policy in reducing barriers to travel?

- *Since the reopening of international borders on 1 April 2022, MyCEB with the support of Immigration Department of Malaysia, provides Business Events Special lanes at the Kuala Lumpur International Airports (KLIA & KLIA2) for all international BE delegates/visitors. This is our recognition to the importance of the international delegates/visitors to our country.*

Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sector and community alignment strategies?

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events. **YES**
- Develop outreach programs in the local community to broaden industry networks. **YES**
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination. **YES**
- Enhance engagement with local community to manage future considerations for the visitor economy. **YES**

2. Can you describe an initiative taking place in your city/ / CVB/ destination partners in your city that demonstrates one of the above strategies?
- Kesatria Ambassador Programme
 - ❖ *Malaysia's very own Conference Ambassador programme and are most often the president or past president of national associations or industry leaders that have chaired or will be hosting a major international business event in Malaysia.*
 - Business Events Academic Council
 - ❖ *The establishment of the council in 2014 was to identify areas of collaboration between the Business Events industry and the tertiary education institutions for capacity building in developing programme standards and raising awareness through engagement.*
 - Malaysia Business Events Charter
 - ❖ *The Malaysia Business Events Charter is a gathering of key Malaysia's business events stakeholders with the objectives to have open discussions on the recovery plan and strategy for Malaysia by ascertaining challenges and opportunities within the industry and to draft a Charter that provides a clear path to move forward.*
3. Is your city/ / CVB/ destination partners in your city undertaking other strategies not listing above that demonstrate its commitment to sector and community alignment?

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