

GLOBAL REACH, LOCAL PRESENCE

Congress Destinations

**Working
towards
a successful
conference**



Overview of presentation

- Introduction
- The Experience
- The Challenges
- Conclusions



KVSR MANAGEMENT TEAM

Venugopal K Kelappan
PRESIDENT



Mr. Venugopal , has more than 35 years of experience in the banking, financial consultancy and investment portfolio. Graduated from University of Malaya with Second Class upper in the field of Economics in 1984 and completed Masters in Business Administration from the International Islamic University in 2013. Highly proficient in English and Bahasa Malaysia, both written and verbal. Also conducted training specializing in soft skills subjects including grooming and motivation. Have 5 years of experience in handling congresses and conventions which includes buyer seller meets and have been a Business Development Personnel in the line of Professional Conference Organizing.

Douglas Dean
Advisory Board



Douglas holds a Masters of Science from Lehigh University in USA and an MBA from IMD in Lausanne, Switzerland. He is a business development, strategy expert and a world-class brand builder. He has over 25 years experience in industry and consulting including Chief Marketing Officer for Volkswagen commercial vehicles, Vice President of the prestigious Lausanne Hotel School and Advisor to Nestle-Nespresso's CEO.

As part of his Branding and Marketing expertise, Douglas has in-depth knowledge of Public Relations having managed PR budgets in excess of USD 5 million per year with VW. Furthermore, he has extensive experience in on-line Public Relations led through Social Media.



Santhi Ram
CEO

Ms Santhi Ram has the professional qualification from the Raffles Education Group on Hotel Management and 20 years of valuable experience with various accredited agencies both travel and hotel business specializing in Professional Conference Organizing.

She has the vast experience in handling events and conference during her working tenure in hotel and MICE and Public Relation Company such as 25th General Assembly Of World Veterans Federation seen 1500 participants from 120 countries in 2006, Engineering Council of (India) Buyer meet sellers conference 100 participants 2007, Indian textile Exhibitions 300 participants in 2011. MACD 2012 with 300 participants



Kathleen Dean
VICE PRESIDENT

Kathy has a Bachelor of Arts degree in Community Leadership and Development from Springfield College in Massachusetts and a Masters of Education from Lehigh University in Pennsylvania USA.

She established the office of International Students and Scholar Affairs within the Lehigh University which handled all the needs for over 400 foreign students and scholars. She also organized the first international arts festivals within Lehigh University with representation from over 60 countries in arts, crafts, food and traditional dances and folklore. Kathy will be in charge of Asia Cruise Forum 2015





Padmawathy Ramudu

Project DIRECTOR

Ms Padmawathy is a creative, detail-oriented planner and Project Manager of high-impact, high-profile events. Padmawathy oversees a team of Assistant Project Managers and personnel in charge of Scientific Secretariat, registration, accommodation, IT, purchasing and finance. Padmawathy was in charge of the INPALMS Congress 2013.



Saktivel

IT PROJECT DIRECTOR

Saktivel holds a Associate Degree in SAP ERP and have over 10 years experience in business intelligent System, implementation and software development .

2004 till 20016 evolve in many product development , Especially on SMS Gateway, Mobile Application, Web Base Application development, Content Management System in open source (PHP, Ubuntu etc..), RMS (Retail Management System), Portal Development, Consulting in System Integration, VPS hosting, E-Commerce payment gateways, SAP implementations, HR/ IT /Management Trainings, Software development-Student Management System, Membership Management system, Clinic management System, ERP. He is in charge of IT administration during conference.



Know-How & Experience



We bring along 15 year of Medical / Business congress experience in Malaysia and most Asian countries.

We understand the Malaysian structure and support needs for such congresses

We are open for an expanded partnership



Two sides of KVSr consulting business

International Conventions

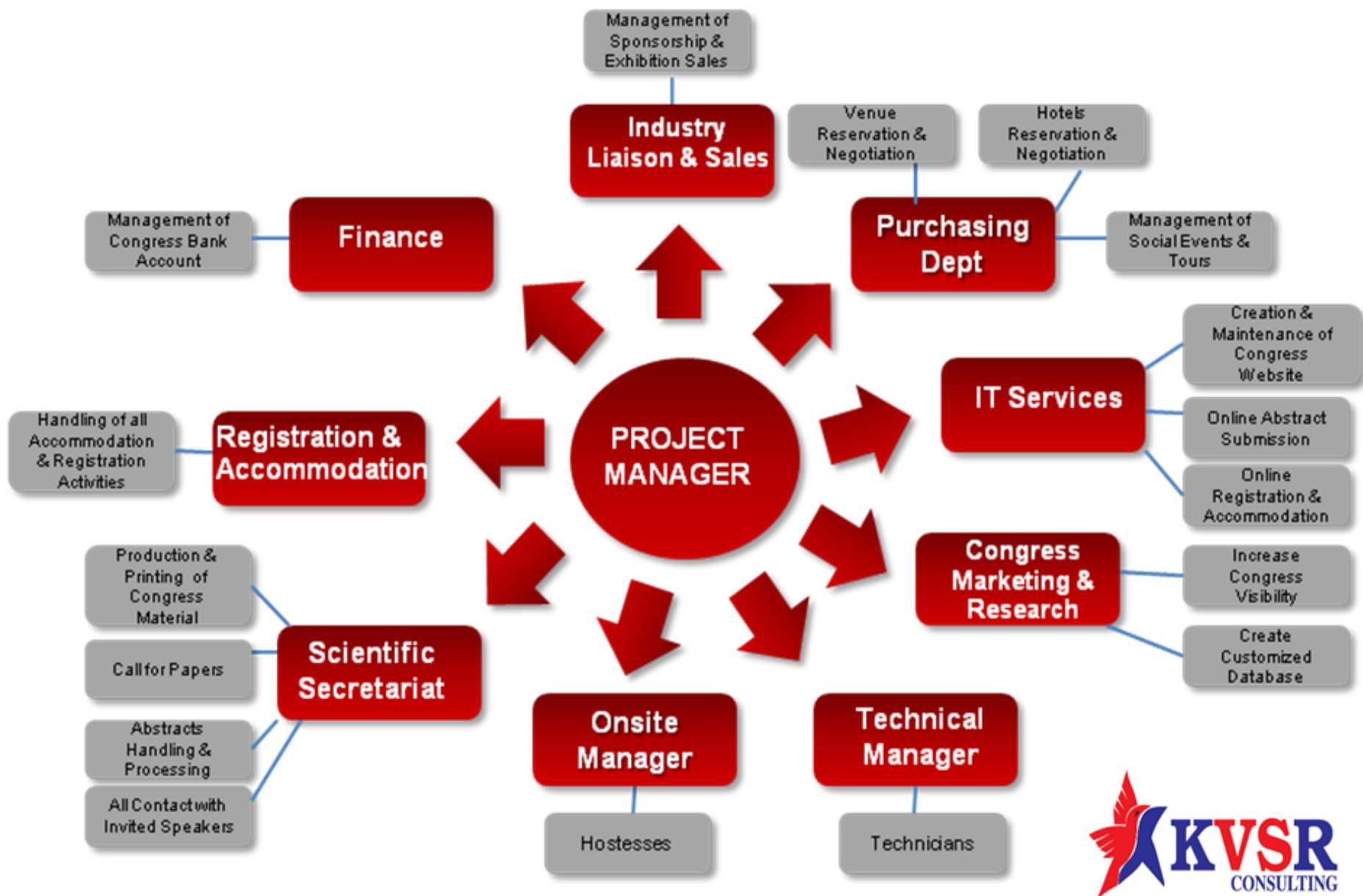


International Trade Shows



CONGRESS / CONFERENCE MANAGEMENT SERVICES

KVSR consulting will be the single contact for the Organizers of the congress. Our experts listen and provide support so that the organization and respective Committees can focus on their professional objectives.



Touch Points & Experience



What is your impression along the way?

Planning and preparation stages



- Project team to update progress, confirm specifications
- Complete designs and content updates as per schedule and where needed
- Speakers communicating with Conference Director
- Proper reporting to OC

The information provided

- Keep it simple
 - What, who, when, where highlights...
- Highly attractive
- Related with supporting information on the WEB
- Always provide MORE info on-line then off line to be up to date.



Media Relations

- Consistent information campaign
- Importance of this conference to the Public directors
- Media mix to reach Public sector's Directors



After they register / Sign up

- We continue to communicate via e-mail
- Logistical advise
 - How to arrive
 - Visa information
 - Program updates
 - Destination Promotion



Then you arrive.....



- AIRPORT signage and special lanes
- Immigration Department will have list of all delegates
- Information counter at Luggage Area
- Information staff at Arrival area
- Shuttle service to Official Hotels
- Information Pocket guide available

In your (Official) hotel.....



- Delegates will receive information by hotel staff
- Shuttle schedules will be displayed
- Information counter for main hotel
- Assistance for shuttle transfer to hotel /venue

When you arrive at the Venue



- You will find ample staff to direct you
- Registration will be efficient and effective
- You will receive your conference bag and related information
- Sr. Staff will be available to deal with concerns
- Speakers will be directed to speaker room



VIP arrivals



- Int'l VIP's will get curbside welcome and ushered through Immigration
- On site, VIP team (OC!) will identify and process VIP's, then ushered to special seating area or holding area before being ushered.

Media Management on site

- Press can register at Media Room
- Media room has Press Manager and IT support
- Interviews can be scheduled through Press Room Managers
- Media releases will be available



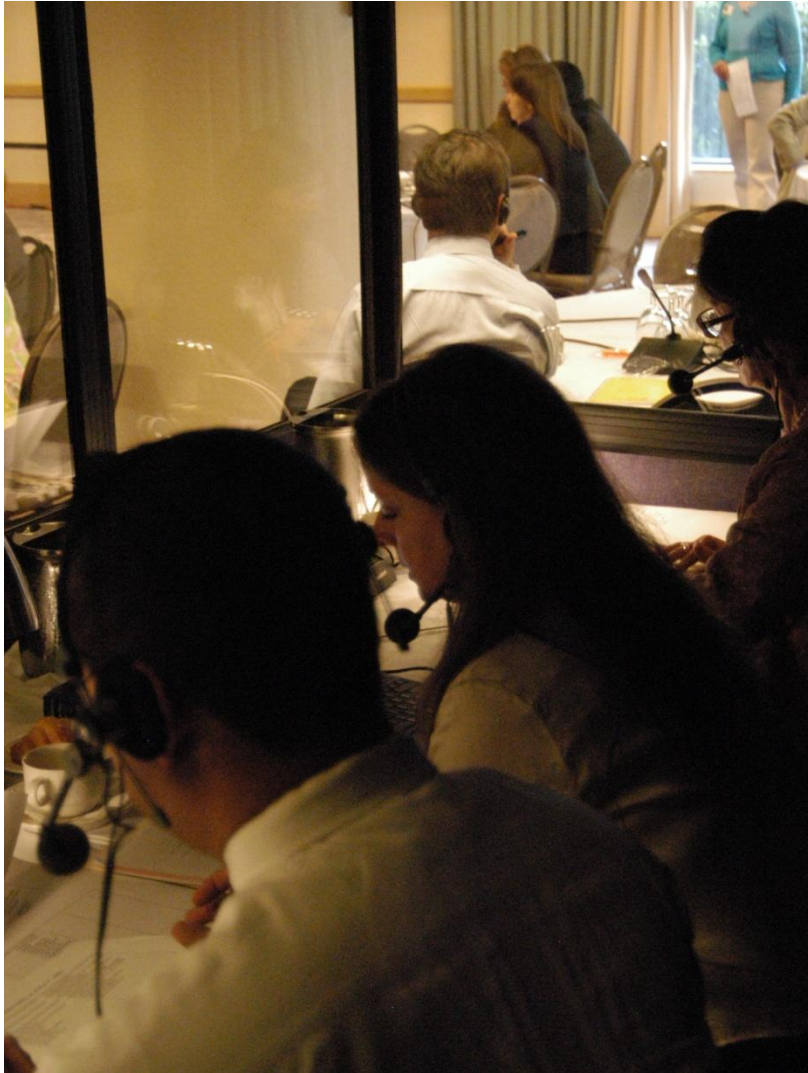
Simultaneous translation Sessions



- SI equipment is available at strategic locations
- Program signage is located at strategic locations
- Ushers are available to assist with questions
- Room managers per room to control activity



Simultaneous Interpretation



- Only peer reviewed professionals
- Some will be flown in from around Asia
- Digital equipment
- MAJOR cost in the budget



Challenges

- Visa on arrival support for certain countries.
- Transport logistics in groups to Socials.
- Local and Int'l VIP's.
- Media Management is extensive.
- Speed of registration on Opening Day.
- Outside demonstrations.
- Political Stability.



The Speaker Room

- Speakers in the speaker room will be provided with instructions
- Speakers can edit, practice their presentations
- ALL presentations will be **UPLOADED** to the server.

Sample Of Opening Ceremony



SAMPLE OF EVENT BACKDROP



Backdrop Sample Cocktail Receptions



Past Conferences

Year 2006/2009



WORLD VETERANS FEDERATION

**25TH GENERAL ASSEMBLY
KUALA LUMPUR (MALAYSIA) 2-7 DECEMBER 2006**



**38TH WORLD CONGRESS
ON MILITARY MEDICINE '09**

Under the Aegis of the International Committee of Military Medicine
4 - 9 October 2009 Kuala Lumpur Convention Centre, Malaysia



Year 2010 -2013



Istana Hotel, Kuala Lumpur
18th-19th October
2010

MACD Corporate Directors Conference 2011 (CDC2011)
Istana Hotel, Kuala Lumpur 3rd-4th May 2011

MACD
MALAYSIAN ALLIANCE OF
CORPORATE DIRECTORS

**"GLOBALIZATION
IN FORENSICS"**

INPALMS 2013
7-10 October • Kuala Lumpur, Malaysia

**The 11th Indo Pacific
Association of Law,
Medicine and Science
Congress 2013**

Jointly organized by:

FSSM
Universiti Kebangsaan Malaysia
Universiti Sains Malaysia
Universiti Teknologi Malaysia
Universiti Malaya
Universiti Islam Malaysia

ICSEM 2013
International Congress in Sports & Exercise Medicine
15th - 16th June, 2013
The Royale Chulan Hotel, Kuala Lumpur



Year 2014



Year 2017/2018



MACD
MALAYSIAN ALLIANCE OF
CORPORATE DIRECTORS
INCORPORATED
A Not-for-Profit Company Limited By Guarantee

Presents



CORPORATE
DIRECTORS
CONFERENCE



Year 2019



MACD
DIGITAL BOARD SERIES

Corporate Governance of Data

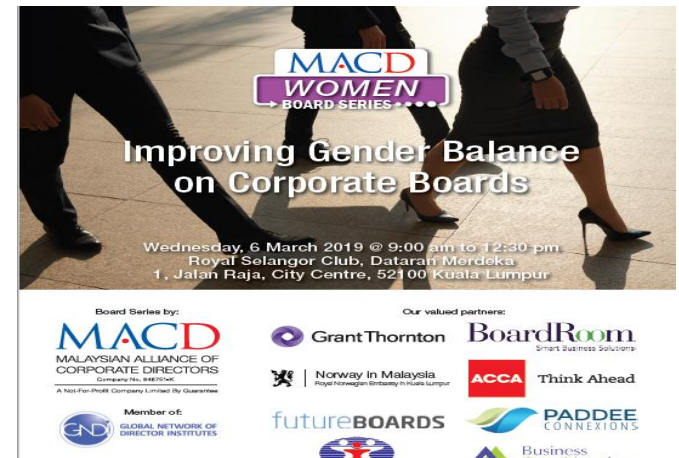
Opportunities & Challenges

Board series by:
MACD
MALAYSIAN ALLIANCE OF CORPORATE DIRECTORS
Company No. 8467046
A Not-For-Profit Company Limited By Guarantee

Member of:
GND
GLOBAL NETWORK OF DIRECTOR INSTITUTES

In collaboration with:
Swiss Institute of Directors

Prof. Michael Hilb, PhD
University of Fribourg, Switzerland
Founder and CEO of DBP Holding



MACD
WOMEN BOARD SERIES

Improving Gender Balance on Corporate Boards

Wednesday, 6 March 2019 @ 9:00 am to 12:30 pm
Royal Selangor Club, Dataran Merdeka
1, Jalan Raja, City Centre, 52100 Kuala Lumpur

Board Series by:
MACD
MALAYSIAN ALLIANCE OF CORPORATE DIRECTORS
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GND
GLOBAL NETWORK OF DIRECTOR INSTITUTES

Our valued partners:

Grant Thornton **BoardRoom** Smart Business Solutions
Norway in Malaysia **ACCA** Think Ahead
futureBOARDS **PADDEE** CONNEXIONS
Business Transitions Asia



MACD
GLOBAL BOARD SERIES

Insights from Leading Innovation Ecosystems in Europe and Asia & The Global Director

Wednesday, 13 May 2019 @ 9:00 am to 12:30 pm
Royal Selangor Club, Dataran Merdeka
1, Jalan Raja, City Centre, 52100 Kuala Lumpur

Board Series by:
MACD
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BoardRoom Smart Business Solutions **futureBOARDS**
Grant Thornton **ACCA** Think Ahead
PADDEE CONNEXIONS **Business Transitions Asia**



MACD
DIGITAL BOARD SERIES

The Human Firewall

Five Critical Concepts for Cultivating a Cyber Security Culture

Dr. Thomas Schlenger, PhD
Founder and CEO
TreeSolution Consulting, Switzerland

Board Series by:
MACD
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In collaboration with:
TRIE SOLUTION
Cyber Security Solutions

Our valued partners:

ACCA Think Ahead **Swiss Malaysian Business Association**
BoardRoom Smart Business Solutions **CyberSecurity** MALAYSIA
Business Transitions Asia **SAITO UNIVERSITY COLLEGE**





Governance 4.0

- Transforming Business
- Transforming Board

MACD 10 YEARS

Corporate Thought Leaders

Speakers:

- Rachel Bhargava**
Chair, INCD President & CEO
KID Canada
- Peter Gilmour**
President & CEO
NACD USA
- Judge Prof Maryann King**
Chair Emeritus, INCD & GRI
CitySquare Executive, VSE
- Auj Prof Paul W Chan**
Global INCD Ambassador
- Janine Guitot**
CEO, Value Partners
Foundation (VPS)
- Susan Shih**
CEO, MACD
- Dr Sandell Rajitharam**
Chairman, Foundation for Public
Policy and Good Governance
- Auj Prof M Nasser**
CEO, Hybrid Group
- Samantha Tai**
CEO, Boardroom
Malaysia
- Jane Ophick AO**
Board Director
SGS Singapore

17 August 2021
9.00AM - 5.00PM (GMT+8)
ASIA PACIFIC VIRTUAL SUMMIT

cds2021.macd.org.my

Organizers
MACD
www.asiapacificvirtualsummit.org

Strategic Partners
INACD
SME

Media Partner
SME

Supporting Partners
Google, ANECC, etc.

GNDI Members



**GLOBAL NETWORK OF
DIRECTOR INSTITUTES**

ibcf Institut de Coopération
Economique et Financière
Internationale

ecoda European Centre of
Directorship

ICD International Centre of
Directorship

PICG Pacific International
Centre of Governance

ICD International Centre of
Directorship

Australian Institute of Company Directors

ibgc International Board
Governance Centre

BDI Board Development
Institute

MACD Malaysian Association of
Company Directors

IDA International Directorship
Association

SID Singapore Institute of
Directorship

INACD International Network of
Association of Company Directors

Secretariat

For marketing and exhibition opportunities, kindly contact the Secretariat office below

Suite 203, 2nd Floor, Block F, Phileo Damansara 1, No. 9 Jalan 16/11
 Off Jalan Damansara, 46350 Petaling Jaya, Selangor DE, Malaysia
 cdi@macd.org.my | info@macd.org.my
 +603 21 7490 2141 | +6016 980 0807 (Santhe Ram)

2023 Conference/Event

NATIONAL TRAINING WEEK

HUMAN
CAPITAL
GROUP ASIA

astro
AWANI



Digital Content CreaMon
Future Economy Thought Leadership

astro
AWANI



ASEAN Youth Leadership
Future Leaders Forum
Asia Next Genera9on Leadership Summit



2023 upcoming Conferences



Herbal Asia 2023

16th ASIA'S PREMIER HERBAL, GREEN & NATURAL TRADE SHOW & CONFERENCE

FOR INDUSTRY PROFESSIONALS

25 - 26 July, 2023 | Royale Chulan Hotel Kuala Lumpur, Malaysia

FOCUS CLUSTERS

- Herbal Speciality
- Wellness Ingredients
- Female & Male Care
- Natural Cosmetic
- Sport Medicine
- Halal Diet



WORLD HALAL BUSINESS CONFERENCE
Circuit

World Halal Business Conference

CIRCUIT (WHBC), LONDON

2023

25-26 October 2023



Guaranteed Benefits

- ✓ True understanding of the conference needs in Malaysia and Asia
- ✓ Systems that separates your conferences by making them retain knowledge better and longer.
- ✓ Access to regional marketing if needed to support your conference
- ✓ Access to efficient registration



Conclusion



- KVSR consulting is well equipped to manage the **Conference**
- We have the resources in house and around is to manage the event, and have access to more
- We operate at an International Quality level, and have great communication skills in house, facilitating all participants
- We are EXCITED about the opportunity and READY to show our capabilities

THANK YOU



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EMAIL: SANTHI@GMAIL.COM