

ANAK SARAWAK AWARDS 2016/17



Sarawak Convention Bureau (SCB) has incorporated the Anak Sarawak Appreciation Award, the Malaysia MICE Journalism Award (MMJA) and the International Convention Scholarship Award (ICSA) under the umbrella of the Anak Sarawak Award programme. This programme was established in 2007 and is the first in Malaysia to award partners, media and future local hosts in the Business Events industry.

Category

ANAK SARAWAK BUSINESS EVENTS AWARD [Corporate Events of Excellence Award]

This award is designed to recognise Destination Management Companies (DMC) or Event Management Companies (EMC) for creativity, commitment, achievement, strategy in designing and implementing the programme.

ELIGIBILITY OF NOMINEES

- DMC or EMC must be a partner of Business Events Sarawak (BESarawak)
- The event must be held in Sarawak during the qualifying period of **30th November 2015** to **30th November 2017**

SUBMISSION GUIDELINES & JUDGING CRITERION

- Judges will consider the following criteria as a basis for arriving at their decision
 - Details of Corporate event [20 points]
E.g. Event profile and history, event programme and activities, incentive/corporate group profile, overall report and statistics.
 - Event Innovation and Creativity [20 points]
E.g. Outline any innovative elements in the event's programme, explain the details from idea to implementation, outline the measureable impact of the event.
 - Green & CSR Initiative [15 points]
E.g. Were there green or CSR initiatives implemented?, (If yes, outline the programme) Outline the measurable impact of the event initiative.
 - Level of client/participant satisfaction [10 points]
E.g. Client testimonials, evidence to support indication results
 - Overall Impact [20 points]
E.g. Did the programme meet or exceed its outlined objectives?, outline overall result of event objectives (financially, attendance, participants respond, etc.), provide evidence of programme objectives and results, challenges and solutions.
 - Quality of write up/submission [15 points]
E.g. Submission flow, Contents, Evidence, Images, Attachments.
- Submission deadline: **30th May 2018**

AWARD PRIZES

- RM10,000 for worth of marketing support; or attending trade shows recognised by SCB; or convention and training related to nature of business
- ASA trophy
- ASA certificate
- Upgraded membership from BESarawak Executive to BESarawak premier partnership
- To be featured in a special issue of Business Events Sarawak magazine
- To be featured in Business Events Sarawak website
- Exposure in international, national and local trade magazine and mainstream media



JUDGES LINE UP

Head Judge

Sarawak Convention Bureau (SCB)

Panel of judges

- International Convention and Congress Association (ICCA)
- Ministry of Tourism, Arts and Culture Sarawak (MTAC)
- Sarawak Tourism Federation (STF)

**Note: In the event of a tie, SCB will make the final decision.*

SUBMISSION

Please send submission(s) to:

Sarawak Convention Bureau (Kuching)

Lot 31, Jalan Masjid, 93400 Kuching,
Sarawak, Malaysia

T +6082 242516 **F** +6082 242519

or email to Secretariat:

Ms Jemima Rinai Joseph

E jemima@sarawakcb.com

Entry Form

PARTICIPANT'S DETAILS

Organisation Name	BESarawak Partnership No.	Contact Person
Postal Address		Designation
Telephone / Fax	Mobile	Email

CORPORATE EVENT DETAILS

Event Name		Event Client
Event Date	City	Country of Origin
Type of Industry		Total of Participant

I hereby declare and understand the following:

- All information declared here and its supporting documents are true and correct
- All submissions in no way infringe the copyright laws of Malaysia and we are agreeable that all submission materials are non-returnable
- The judge's decisions shall be final and no correspondence will be entertained after confirmation

Participant's Signature

Company Stamp

Date:

CHECK LIST

- Company logo (at least 1MB or more)
- Submission in PDF by email, CD or Pen Drive
- Attachment of supporting documents