

## MALAYSIA MAJOR EVENTS POST EVENT REPORT CONTENT GUIDELINE

### 1. Introduction and information on the Event

Information on the current event

- a. General overview of the event
- b. Who ran the event- (who were involved -governance, event management, national body)
- c. When was it held?
- d. Where was it held?
- e. An assessment of the venue

### 2. Malaysia Major Events Subvention Fund

- a. Summary of items on which Malaysia Major Events Subvention funding was spent
- b. How did Malaysia Major Events Subvention fund grow the event? Make comparisons with previous years (Report to agreed measures identified in formal agreement.)

#### i. International and Domestic Tourism

- How many international and domestic tourist were there, where were they from etc?
- Accommodation analysis
- Outline any tour packages available and the uptake of these

#### ii. Participation

- Indications of participants and their support teams
- How many participants were there in total?
- What was the overall level and quality of the international and local participants?
- Where were they from- both international and local participants?
- How long did they stay?
- Do you know if any of them travelled following the event?

#### iii. Media Analysis (Please provide copies)

- Media analysis of the coverage and value of all international and domestic media exposure of the event, including television, magazines, newspapers, in-flight video, and web-based magazines;
- What international media exposure was received?
- What were the numbers of International Media that attended the event (media type and country)?
- Outcomes of the international exposure

- Summary of international media coverage
  - o Print – clippings etc
  - o Television – hours and countries
  - o Radio
  - o Internet
- Please complete the table below:

	Media Value (RM)		No. Countries
	National	International	
Print			
Broadcast			
Internet			
Total			

**Other Media, Marketing and Promotion**

- Promotional activities and outcomes
- Advertising
- Copy of promotional materials with Malaysia Major Events and VMY 2014 logo

**3. Business Leads**

- a. Were there business/sales interest/exposure generated by the event?
  - i. Person to person
  - ii. Government to Government diplomatic or trade leads/exposure
  - iii. Business to Business leads
- b. If the event generated international business leads/orders, please indicate the type and number of leads/orders in total
- c. What is the total estimated value of these business leads?

**4. Organisational Structure and framework**

- a. Overall operational success
- b. Timeline of activities
- c. Any areas that were addressed or need to be addressed in the future

**5. Sponsorship and Funding Review**

- a. Sponsorship and funding positions for this event and comparisons with previous event.
- b. Sponsorship strategy for the project next year/long-term

**6. Financials**

- a. Budget vs actuals
- b. Ticket sales (if any) summary- prices, numbers
- c. Assess the financial outcomes of the event (make comparisons with previous event)

## 7. Social and Cultural Impact Assessment.

Social and cultural impact analysis of the event, including how the expertise of local participants involved has developed as a result of being connected with the event, opportunities for Malaysians to experience the event, and how the community and region were showcased nationally and internationally i.e

### a. Promotion of High Achievement

- Were there any programmes that showcased local achievements?
- Did the event develop or promote high achievement for Malaysians in the arts, cultural, heritage, sporting or leisure fields?
- Did the event provide the opportunity for excellence not available elsewhere onshore in this field of pursuit?

### b. Social Benefit and Legacy

- How did the event enable communities to showcase their achievements nationally and internationally
- Level of participation of territorial authorities, tourism promotion and economic development agencies in hosting the event
- Scale of the programme of activities that facilitated participation in local experiences and showcased local achievements
- Involvement of local volunteers in staging the event
- Training of volunteers, what skills did they gain? Where did the volunteers come from e.g. unemployed, retired, waged, from the code (if it was a sporting event)

## 8. Conclusion

- Is the event likely to be held next year?
- Will there be an upgrade?
- Overall assessment of the success of the event
- Any other information that may be relevant
- Key recommendations