

Press Release
23 May 2018

Penang Convention & Exhibition Bureau Hosts Iftar Dinner for Industry Partners & Presents Award for the GMID 18 Social Media Campaign

George Town, Penang: The Penang Convention & Exhibition Bureau (PCEB) today hosted a special Marcom Networking Evening-cum-Iftar Dinner to recognise the contributions of its industry partners for Global Meetings Industry Day (GMID) and to celebrate the auspicious month of Ramadan.

This annual event is the culmination and celebration of Team Penang's Global Meetings Industry Day 2018 (GMID18) Social Media Campaign, which was a resounding success.

As part of PCEB's advocacy and awareness raising campaign, PCEB's partners were encouraged to be creative on social media to share the message of GMID18; 'Real results, real impact, all around the world'. The GMID18 Social Media Campaign, which ran from April 11 to 13 saw close to 500 social media postings by PCEB's industry partners.

G Hotel Gurney emerged the winner of PCEB's GMID18 Social Media Campaign with the highest number of social media posts. With 245 posts on Facebook, Instagram and Twitter, this is G Hotel Gurney's time bagging the grand prize.

As winner of the campaign, G Hotel Gurney was awarded a Full-Page Ad in the Penang Meeting Planners Guide 2019-20 and a trophy at the Marcom Networking Evening hosted by PCEB at G Hotel Gurney's sister property, G Hotel Kelawai.

Besides that, PCEB will be hosting their first Marcom Networking Evening at the winning hotel's premises. To celebrate the auspicious Ramadhan season, it is also the first time PCEB hosts a buffet dinner for partners to 'buka puasa' together.

"This is the second year PCEB has run the GMID social media campaign, and I am pleased to note that there was an increase in the number of participants this year. This shows that the industry is getting more involved in this great initiative to further educate each other about the importance of face-to-face meetings," said Ashwin Gunasekeran, Chief Executive Officer of PCEB.

Among the top performing hotels in the campaign Royale Chulan Penang, Sunway Hotel Georgetown and Seberang Jaya, The Wembley, Hotel Neo+, Lone Pine and Olive Tree Hotel.

Download images for the event [here](#) and [here](#).

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NOTE TO EDITORS

About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organized. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local businesses.