

Press Release
18 January 2019

Penang Convention & Exhibition Bureau Develops Online Database to Facilitate Data Collection for Penang's Business Events Industry

George Town, Penang: Penang Convention & Exhibition Bureau (PCEB) launched a new online data submission system this afternoon at Hotel Jen in a ceremony officiated by YB Yeoh Soon Hin, Penang State Exco For Tourism Development, Heritage, Culture & Arts.

Named 'Vision Insight', the system is initiated and developed by PCEB for the Business Events industry players in Penang to submit data of events taking place in Penang.

The data collected is analysed by PCEB for its annual Business Events industry review, one of the most comprehensive Business Events report produced in Malaysia.

"Data collection has proven to play a crucial role in directing the vision and mission of Business Events in Penang, and I believe this initiative will benefit Team Penang and to continue putting us in the forefront of the global industry," expressed YB Yeoh Soon Hin.

In the past, PCEB has been actively monitoring the progress and gathering data from its industry partners manually, in a process managed by PCEB's in-house researcher. This newly-developed system, the first of its kind in Malaysia for Business Events, empowers the industry players to play a bigger role in the study and analysis of Business Events Penang. VisionInsight.my is has a streamlined interface and is user-friendly, allowing for fuss-free data submissions.

"This online portal is a testimonial for both PCEB and the industry that Penang is living up to its name for being a technological-driven state and how we are leading the industry forward. It also works as an archive for industry players to conveniently track the type of meetings and events that are being held at their hotel or venue," said Ashwin Gunasekeran, Chief Executive Officer of PCEB.

A database training was carried out after the launch to allow the industry to fully immerse first-hand in adding their first 'unofficial' event to understand how the portal works. Users are also able to edit their existing events should there be any changes. PCEB also provided a handbook for those who attended the training.

The online portal is accessible on Google Chrome through <https://visioninsight.my/>, and would require a registered email and password.

For media inquiries, kindly contact:

Yasmin Bathamanathan

Manager, Marketing & Communications

Email yasmin@pceb.my

Tel +604 261 6161

Web www.pceb.my

Facebook @PCEB.my

Twitter @PCEB_MY

Instagram @penang.unfiltered

To download images from the launch, click here: <https://tinyurl.com/PCEB-Database-Launch>

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.