

PCEB Launches Next Normal Guidelines for Business Events Penang

Penang, Malaysia: Penang Convention & Exhibition Bureau (PCEB) launched the first edition of the *Next Normal Guidelines for Business Events Penang* at Setia SPICE Convention Centre this afternoon.

The Guidelines is a comprehensive document detailing the new standards of organising business events in the Next Normal, and in a world where the world is still threatened by COVID-19. It was produced by a task force of 29 industry partners to ensure every aspect of organising business events was covered.

Launching the Guidelines were The Right Honourable Chow Kon Yeow (Chief Minister of Penang), The Honourable Yeoh Soon Hin (Penang State Executive Councillor of Tourism, Arts, Culture & Heritage and Chairman of PCEB) and Mr Ashwin Gunasekeran (Chief Executive Officer of PCEB).

This launch was the first event held at Setia SPICE Convention Centre since MCO was enforced, and sets the benchmark for how business events should be held in the Next Normal.

“We are keeping at heart PEOPLE-FIRST and this transformation for new beginnings need to start with how we conduct our businesses. I believe that with these Guidelines, we are proving that Penang is taking the recovery phrase seriously and that we are ready to welcome back events into the destination,” said Ashwin Gunasekeran, Chief Executive Officer of PCEB who was chairing the task force.

The entire event was organised from pre-planning to tear down in accordance to the Guidelines. A total of 140 guests consisting of industry players, government officials, clients and members of the media attended the launch and social distancing measures were implemented throughout the event.

The appointed Professional Conference Organisers (PCO) – **ACE Conference & Exhibitions** carried out contactless and paperless registrations for guests, while **Setia SPICE** set up the ballroom with a one-meter distance from each table and chair. As per the Guidelines, pre-packed food was prepared accordingly in biodegradable bento boxes and markings were placed in the foyer to remind guests of maintaining 1-metre distance.

Besides the main set up, Event Partner **DQuest Ventures** also set up a photobooth that had social distancing markings on the floor as clear indications for where guests were allowed to stand to take photos.

After the launch, there was also an immersive simulation by Transportation Partner **Capital One Leisure** for guests to experience the process of alighting delegate coaches and social distancing within official vehicles during the Next Normal.

PCEB also unveiled new souvenirs for Business Events Penang, mainly Penang Turtle Cares signature batik turtles with a twist. The turtles now wear ‘N95 respiratory masks’ as a safety measure. PCEB also distributed customized batik masks for delegates that come in their own batik sleeves with N95 filters.

The Guidelines is available for download at www.pceb.my/nextnormalkit .

The official photos can be downloaded here: <https://bit.ly/2BcQCFQ> .

The *Next Normal Guidelines for Business Events Penang* Launch was supported by the following partners:

Official Venue: Setia SPICE Convention Centre
Professional Conference Organiser: ACE Conference & Exhibitions
Official Transportation: Capital One Leisure
Official Media: Travel Industry Network (TIN Media)
Event Partner: DQuest Ventures

For media inquiries, kindly contact:

Yasmin Bathamanathan
Manager, Marketing & Communications
Email: yasmin@pceb.my
Tel: +604 261 6161

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 MICE businesses.

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