



PRESS RELEASE

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TWO INTERNATIONAL AWARDS FOR KUALA LUMPUR CONVENTION CENTRE!

For MIMA's Best Marketing Campaign and Best Use of Budget



Kuala Lumpur, 27 October 2009 – The Kuala Lumpur Convention Centre (the Centre) made Malaysia proud for the second time by bringing home two international awards which were announced in London recently. The Centre won Gold for Best Marketing Campaign in the Meetings Industry Marketing Awards (MIMA) 2009 and also took Silver in the 'Best Use of Budget' category. This success follows the Centre's Bronze win in the 'Best CD-ROM/DVD' category last year.

The only Asian winner at the awards, the Kuala Lumpur Convention Centre's entry for both categories was for its TenOnCall meeting facility.

According to MIMA, the Best Brand Marketing campaign was chosen amongst a pool of contenders for its high level of creativity that supported its objectives and demonstrated excellent execution with a strong focus on understanding the impact of its marketing campaign. The campaign was developed to meet the changing needs of their customers in a time of changing economic realities. The foresight of the Centre's team and the clarity of what they needed to achieve was developed and delivered in a simple and efficient way and shows what this industry can achieve.

According to Peter Brokenshire, General Manager, Kuala Lumpur Convention Centre, "TenOnCall is a dedicated meeting space of 10 meeting rooms on the Centre's Level 4 which offers a differentiated meeting experience for just-in-time and smaller meetings. We aim to focus on a previously untapped area whilst addressing local market perception that the Centre is always 'full' and only caters for large events.

Brokenshire explained the Centre's strategy for TenOnCall was to create a product offering that could stand on its own and reach out to a niche market. "TenOnCall demonstrates how the Centre effectively repackaged an existing space with minimal changes and at minimum cost by leveraging on available resources and marketing tools; such as our website, email blasts and an 'Open House' event, to create awareness of, and to market, the product. Once launched and having been well-received by clients, we extended our marketing efforts and introduced the TenOnCall Loyalty Programme to reward loyal patrons."

The Centre shared the limelight with its sister venue, the Qatar National Convention Centre which won Gold for the Best Print Advertising Campaign category.

On the Centre's success at MIMA for the second consecutive year, Brokenshire said that this would not have been possible "without the contribution of our most valuable asset, our people, whose dedication and professionalism, untiring efforts, cohesive teamwork and creativity in striving for perfection and excellence has taken the Centre to where it is in a mere four plus years - Asia's leading convention facility."

Organised by Meetings and Incentive Travel (M&IT) magazine, MIMA was launched in 2002 to lift the standard of marketing in the meetings and events industry and to recognise the marketeers.

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NOTE TO EDITORS

About the Kuala Lumpur Convention Centre

The Kuala Lumpur Convention Centre (the Centre) is a component of the Kuala Lumpur City Centre (KLCC) and is managed and operated by Convex Malaysia Sdn Bhd, a joint-venture company between KLCC (Holdings) Sdn Bhd and AEG Ogden Pty Ltd, Australia.

A winner of numerous awards including the TravelWeekly (Asia) Industry Awards 2007 and 2008 and CEI Industry Award 2009 for best convention and exhibition centre in Asia, the Centre is a wholly-owned facility of Kuala Lumpur Convention Centre Sdn Bhd which in turn, is owned by KLCC (Holdings) Sdn Bhd, a wholly-owned subsidiary of Petroliam Nasional Berhad (PETRONAS).

The Centre has ISO 9001, ISO 22000 and OHSAS 18001 certifications and achieved Green Globe Benchmarked status (environment) and Hazard Analysis and Critical Control Points Certification (HACCP) recognition, the international food safety system for international convention facilities and five-star hotels.

The Centre, comprising of two auditoria (seating 3,000 and 500 respectively), 9,710 sq metres of Exhibition Halls, a Grand Ballroom which seats 2,000 diners, a Banquet Hall for 500, a Conference Hall for 1,800 and 20 other meeting rooms, providing 20,059 sq metres of function space in the heart of Kuala Lumpur.

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