

TRIBE LEGACY SARAWAK CAMPAIGN

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**TRIBE
LEGACY
SARAWAK**

TRIBESPIRIT
the unique DNA of
SARAWAKIANS

tribecamp
DIGITAL CAMPUS



SLIDE 1:

Thank you Gary!

Ohhhaaa everyone... it is good be back in Goyang again and I feel so privileged to be able to share my stories together with so many amazing speakers!

TIMELINE

2016

- The 55th ICCA Congress – Redefining ICCA Global Tribe Theme
- Launched – Redefining Global Tribe Campaign

2019

- Launched - Hosting Conventions in Sarawak Study

2020

- Completed - Hosting Conventions in Sarawak Study
- The Convening Leaders - PCMA
- **COVID-19 Pandemic**
- **Launched – Tribe Legacy Sarawak Campaign**
- The 56th ICCA Congress – APRH

2021 – 2030

- Implementation of Sarawak Economic Action Council (SEAC) and the 12th Malaysia Plan

ASPIRATION

By 2030, Sarawak will be a leading destination for eco-tourism and business events in ASEAN region driven by empowered communities to conserve heritage, culture and biodiversity and to promote investment and development through responsible actions

SLIDE 2:

As we face the uncertainties and impacts of the COVID-19 pandemic together, I must say that for Sarawak we had to persevere through the challenges and leverage on new opportunities to keep our destination relevant.

This is why we launched our bold and innovative campaign “Tribe Legacy Sarawak”. This campaign is our baby that was launched in 2020 where the focus was initially geared towards the risk mitigation and recovery of Sarawak’s business events industry.

SLIDE 2:

At its heart, the Tribe Legacy Sarawak campaign basically functions as our platform to push forth progressive ideologies and keep our industry players connected under collective banner of Tribe Spirit.

It all began with Sarawak's journey in hosting the 55th ICCA Congress 2016. It was then that we started to advocate Legacy impact to our government associates, industry players and other key stakeholders.

SLIDE 2:

We commenced the hosting conventions in Sarawak study in 2019 and consolidated the results in 2020; upon which we began actively spearheading the Legacy Impact movement.

It had been an exciting journey and in 2021, I am proud to say that our hard work has paid off. The Sarawak government has included Business Events and Legacy Impact in the Sarawak Economic Action Council, now known as Post-COVID Development Strategic under tourism industry as one of the focus areas in the 2030 aspirations.

Let me show you a short video of our Tribe Legacy Sarawak campaign initiative to give you a better idea on how we've progressed



BE Sarawak: Tribal Gathering 2020

TRIBE
LEGACY
SARAWAK

TRIBE SPIRIT
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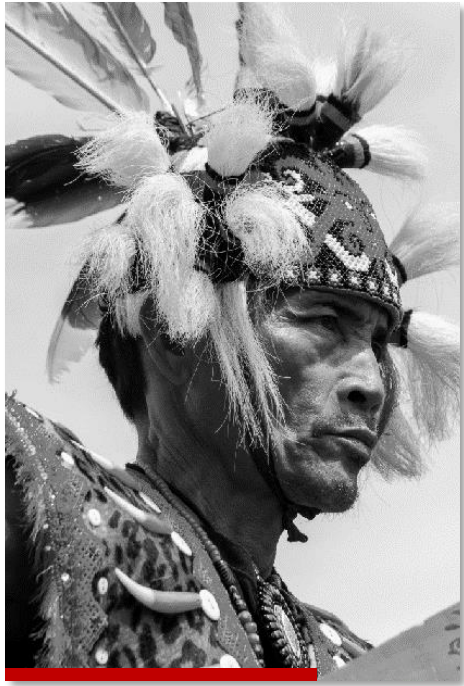
TRIBEcamp
DIGITAL CAMPUS



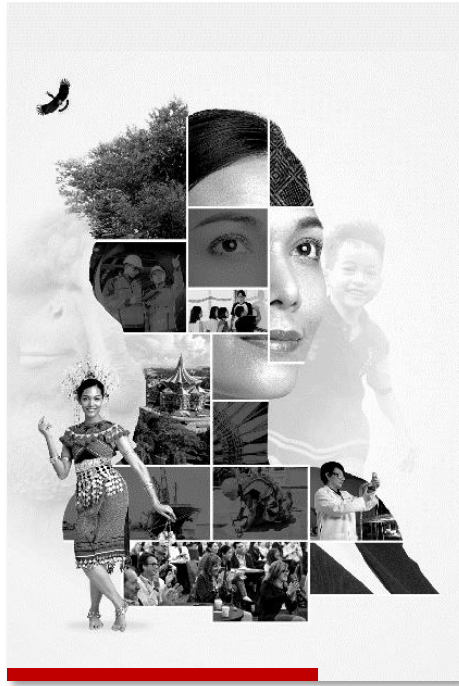
SLIDE 3:

(NO SPEECH, PLAY VIDEO)

TRIBE LEGACY **SARAWAK** CAMPAIGN



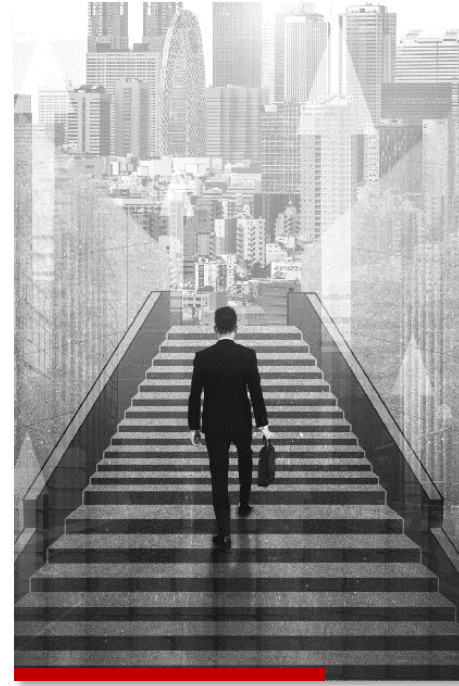
**#TRIBESPIRIT
MOVEMENT**



**MARKETING &
PROMOTIONAL
TOOLS**



**BUSINESS EVENTS
PLANNERS
INCENTIVISED
PACKAGES**



**REWARD
PROGRAMMES**



**TriBE DIGITAL
CAMPUS** – Capacity
Building, Business
Development & Lead
Conversion Platform

SLIDE 4:

These are the summary of initiatives that we have come up with under the Tribe Legacy Sarawak campaign.

As you can see, the initiatives all have a strong focus on our industry partners while also taking into account our destination branding strategies for international and national markets.

BUSINESS EVENTS SARAWAK

Legacy Impact Initiative (BESLegacy)

Pathway

Bid Stage > Pre Event > During Event > Post Event

Template

Legacy Vision > Meeting Outcomes > Meeting Legacy
> Indicators

5 Pillars

Sectoral, Community & Social, Trade & Investment /
Economic, Environment and Political.

Alignment

Sarawak Government 7 KFAs and UN SDGs

SLIDE 5:

Through Business Events Sarawak Legacy Impact initiative (in short BESLegacy), we are positioning Sarawak not just as a destination that will ensure the success of the planners' events; but also the fact that we are working towards defining a higher business purpose.

We are making a bold and unique proposition to our planners that hosting BE in Sarawak can generate long-lasting, positive changes and ultimately leave behind legacies. Together we can make their organization, their sectors great while making Sarawak and ultimately the world a better place.

SLIDE 5:

We have produced the BESLegacy initiative guideline to guide the planners on how to leverage this movement in their events as well as a Legacy Clinic and support center to assist BE planners.

From this slide, you can see that the pathway of Legacy is started during the bid stage until post events. Template is included in the guideline measure the legacy that will be divided into 5 pillars and aligned with Sarawak Government 7KFAs and UN SDGs.

We have launched BESLegacy officially yet however the implementation starts early this year.



BESLegacy INITIATIVE

**INTERNATIONAL
PROMOTION**

**EDUCATION &
AWARENESS**

**GOVERNMENT
BACKING**

SLIDE 6:

The BESLegacy Initiative is basically us responding to the needs and opportunities of our business events industry. In order to position Sarawak as a choice business events destination for national and international markets, we believe that the brand story must start at the very beginning.

This is why we emphasize on BESLegacy and Business Events Education awareness for Government Associates, Academia, Industry partners, associations and the general public. Sessions will commence in early August this year and we hope that this will help forge stronger collaborations in order to maintain government backing.

Also, we consider it crucial to connect with all our key stakeholders develop a sound understanding of what we do and the importance of social development and inclusivity in business events.



MOTIVATE Sarawak
REINVENT Sarawak
DIFERRENTIATE Sarawak

SLIDE 7:

All in all, the marriage of our existing “tribe” persona and legacy impact motion in conceiving the Tribe Legacy Sarawak campaign is to motivate Sarawakians during this challenging time.

It is also to reinvent Sarawak’s business events industry landscape from a tourism focus to one that also advocates both economic and social values while promoting everything that sets our destination apart. That way, we hope to achieve the economic and legacy aspirations of a developed 2nd tier destination by 2030.

With this I would like to share with you, our award winning The new normal business events video under our tribe legacy Sarawak campaign.



SARAWAK

The New Normal in
Business Events



**TRIBE
LEGACY
SARAWAK
CAMPAIGN**

PRODUCED BY CREME BENTO

SLIDE 8:

(NO SPEECH, PLAY VIDEO)



SLIDE 9:

That's all from me. Once again I would like to thank Gary and the GOYANG Organising Committee for giving me this prestigious opportunity to be here.

And most importantly, thank YOU for tuning in! That's all from me, over to you Gary!