

REVITALIZING INTERNATIONAL EVENT VENUE: CHALLENGES, DECISION-MAKING FACTORS, AND MARKETING MESSAGE FOR SABAH INTERNATIONAL CONVENTION CENTER (SICC)

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INTRODUCTION

The Sabah International Convention Center (SICC), which was established in 2020, had to suspend its operations as its inauguration coincided with the outbreak of COVID-19. However, as international borders began to reopen gradually, SICC embarked on proactive efforts to attract organizers of international events.

OBJECTIVE

RO 1: To explore the challenges faced by SICC in revitalizing its business.



RO 2: To identify the decision-making factors of event organizers in venue selection.

RO 3: To examine marketing messages that resonate with SICC.

METHODOLOGY

Phase 1: Qualitative

- In-depth interview
- Respondent: SICC's manager
- Sample size: 1 SICC's manager.
- Data analysis: Thematic analysis



Phase 2: Quantitative

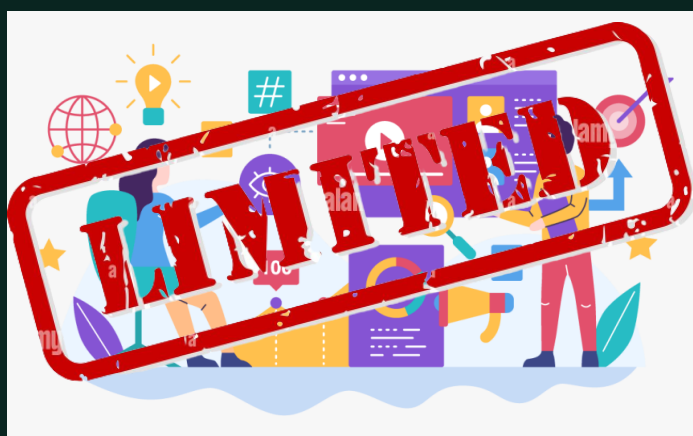
- Online questionnaire survey
- Respondent: Event organizers
- Sample size: 16 event organizers
- Data analysis: Descriptive statistics

RESULTS

Respondents Demographic

Items	Frequency	Percentage (%)
Gender	Male	4 25%
	Female	12 75%
Age	30 - 39	6 37.5%
	40 - 49	9 56.3%
	50 & above	1 6.3%
Ethnicity	Malay	3 18.8%
	Chinese	2 12.5%
	Bumiputera Sabah & Sarawak	11 68.8%
Marital Status	Single	3 18.8%
	Married	11 68.8%
	Preferred not to say	2 12.5%

Challenges faced by SICC in Revitalizing its Business



Subdued marketing activities

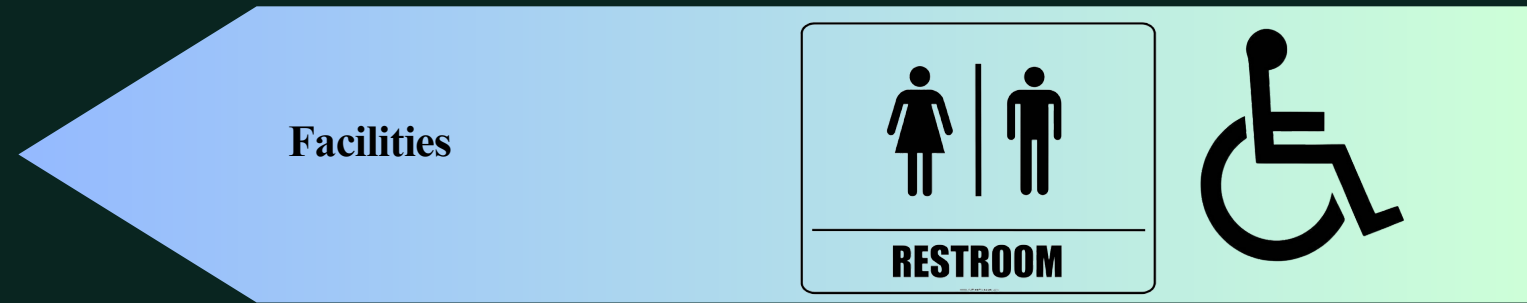


Deficiency in collaboration among stakeholders

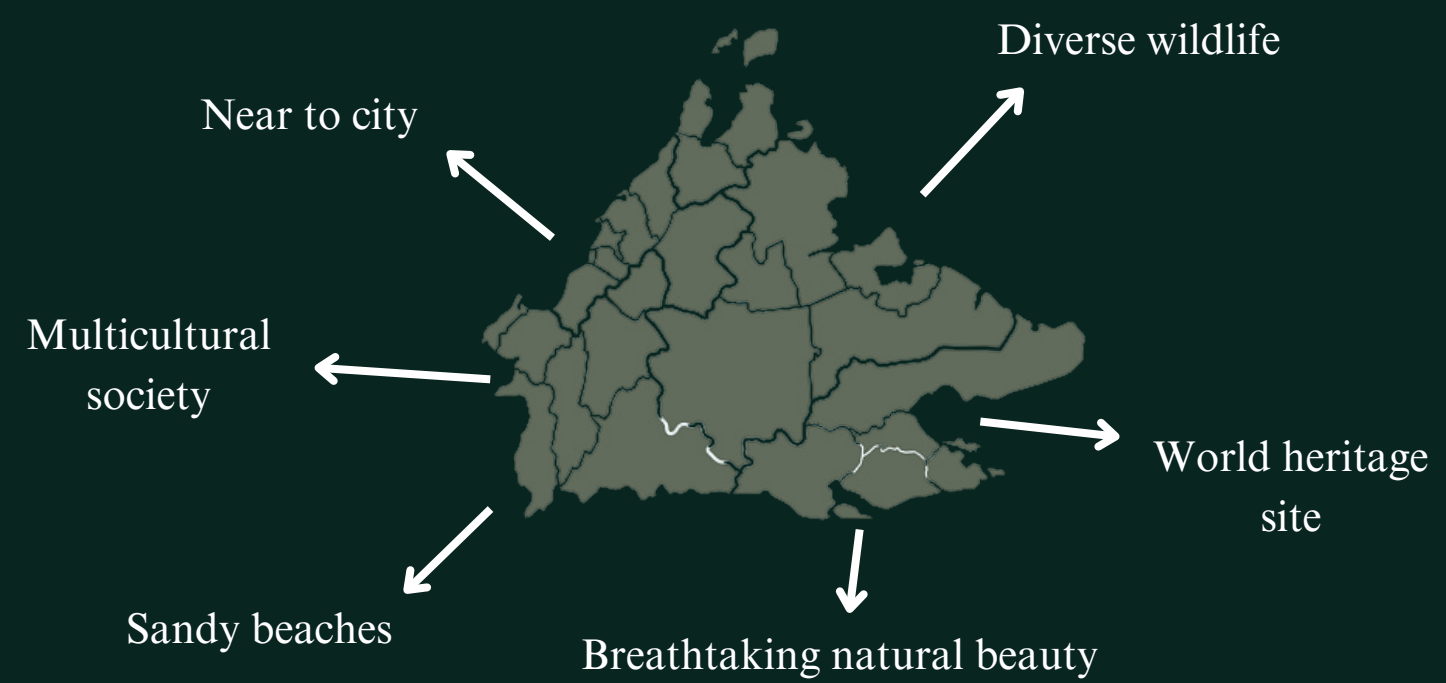


Decision-making Factors of Event Organizers in Venue Selection

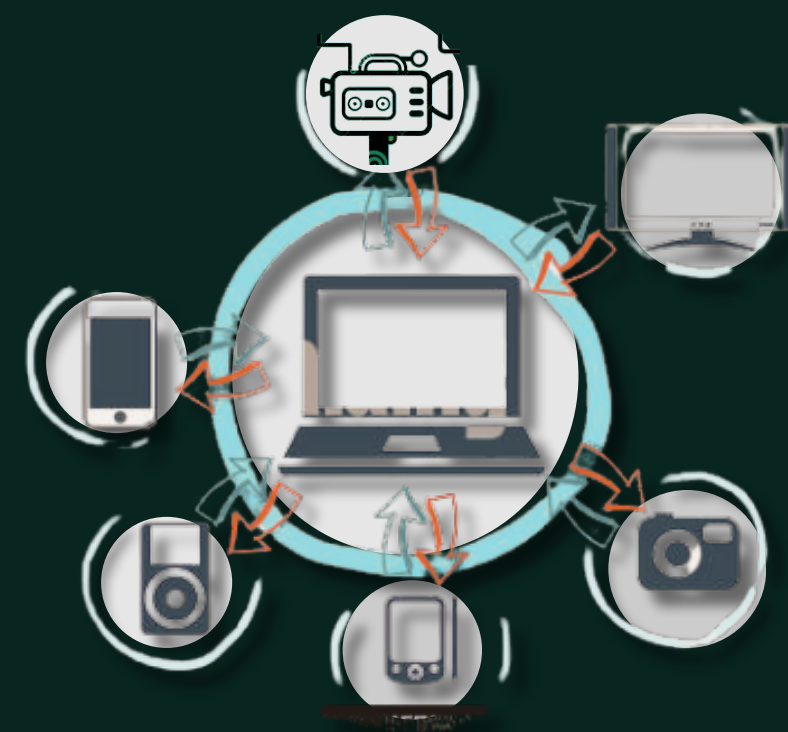
1) Accessibility



2) Location



3) Technology and Audiovisual Capabilities



Top Pick SICC's Marketing Message

"Fostering enriching networking in a picturesque setting that combines nature, culture, and professional excellence for meaningful connections."

CONCLUSION

In conclusion, by identifying the challenges faced by SICC and comprehending the decision-making factors of event organizers, the study aids in formulating strategic approaches to enhance SICC's operational efficiency and attractiveness to international event organisers.

REFERENCES

1. Malek, A., & Mohamed, B. (2010). Convention decision-making modeling. Retrieved from <http://hdl.handle.net/11328/1159>
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