



**UMS**  
UNIVERSITI MALAYSIA SABAH

**TTLX SUMMIT 2023**

**POSTER PRESENTATION:**

**BUSINESS EVENTS & TOURISM FOR SUSTAINABLE  
DEVELOPMENT**

**TITLE : EXPLORING THE MARKETING TACTICS FOR  
ENHANCING SABAH INTERNATIONAL CONVENTION  
CENTER (SICC) RECOGNITION AS A GLOBAL HUB  
FOR BUSINESS EVENTS**

**GROUP MEMBER : 1) KHASLINDA AKASYAH BINTI MUJIN  
2) KAI XIN, TAY  
3) CHUAH YING HUI**

**UNIVERSITY : UNIVERSITY MALAYSIA SABAH**

**COUNTRY : MALAYSIA**

<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>1.0 BACKGROUND OF STUDY</b>	<b>1 - 3</b>
<b>1.1 Sabah International Convention Center</b>	<b>1</b>
<b>1.2 Literature Review</b>	<b>2</b>
<b>1.2.1 Events Industry</b>	<b>2</b>
<b>1.2.2 Convention center</b>	<b>2</b>
<b>1.2.3 Business Development Strategies</b>	<b>2</b>
<b>1.3 Objectives of Study</b>	<b>3</b>
<b>2.0 METHODOLOGY</b>	<b>3</b>
<b>3.0 KEY DISCUSSION POINT</b>	<b>4 - 6</b>
<b>3.1 Practical and Achievable Sustainable Initiative</b>	<b>4</b>
<b>3.2 Venue Facilities / Set Up Enhancement and Why is that Important</b>	<b>4</b>
<b>3.3 Relevant Stakeholders to be in Collaboration to Attract More International Events and the its Importance</b>	<b>5</b>
<b>3.4 Talent Enhancement and Leadership Initiatives</b>	<b>5</b>
<b>3.5 Top 5 factors could Affect Decision Making Process</b>	<b>6</b>
<b>3.6 Marketing Platforms for Effective Brand Exposure</b>	<b>6</b>
<b>3.7 Top 3 Marketing Messages</b>	<b>6</b>
<b>REFERENCES</b>	<b>7 – 8</b>
<b>APPENDIX</b>	<b>9 - 16</b>
<b>Appendix A</b>	<b>9</b>
<b>Appendix B</b>	<b>13</b>

## 1.0 BACKGROUND OF RESEARCH

This research project endeavors to address the predicaments encountered by convention centers, in their endeavors to support the center in business development strategies and attract international association conferences to their venue. In addition, these challenges have been further aggravated by the COVID-19 pandemic, which has contributed to a significant decrease in international association conferences, causing massive losses in the host nation, especially Asia-pacific Region (Escher, 2020; Shrestha et al., 2020). As the growth of the convention centers increases, the competition among convention centers at different levels of destination such as a site, city, region, and country has intensified so much that convention centers are competing to be chosen as the venue for different types of events such as meetings, incentive trips, conventions, exhibitions, and conferences (DiPietro et al., 2008).

In view of the increased competition among convention and exhibition centers for business on both a global and regional basis, an understanding of the importance of specific venue attributes, facilities, services is imperative for the design and construction, subsequent service provision, as well as the business strategies by convention and exhibition center owners and management (Lee et al., 2007; Wu et al., 2005). In ascertaining these key criteria, the perceptions of both the organizers and delegates of conventions and exhibitions are of relevance. One potential solution to this challenge is by developing business strategies by proposing new ideas to attract the international association conferences which include using sustainability practices, technology and its tools, Internet of Things (IoT) as well as by marketing platforms and approaches (Lee et al., 2021). However, the ideas are already commonly used by every convention center (Malek et al., 2010) - new and innovative ideas are the one important point that can be implemented. Nevertheless, there is a research gap in convention centers attracting international events and business development strategy.

### 1.1 Sabah International Convention Center

In Malaysia, there are 11 convention centers in total: 2 in East Malaysia and another 7 in Peninsular Malaysia (Musa et al., 2016). Deficiency in developing business strategies to attract international association conferences mostly affected Sabah and Sarawak. Due to the limited time, Sabah is chosen to be the location of research. As there is only one convention center in Sabah which is Sabah International Convention center (SICC). It has become a significant venue for conferences and events, symbolizing the city's growth as an economic and tourism hub. With a total function space of 153,197 square meters, SICC is the largest convention center in East Malaysia, making it an ideal venue for conventions, exhibitions, and entertainment events (cvent, 2023). *"This place can accommodate approximately 20,000 delegates"*, stated by Miss Nurhafizah, the Assistant Corporate Communications Manager of SICC.

However, like many other regions around the world, SICC in Kota Kinabalu, Sabah, also has been significantly affected by the COVID-19 pandemic. The pandemic has posed significant challenges for the SICC, requiring adaptation and implementation of stringent health and safety measures to ensure the well-being of staff and attendees (Shah et al., 2020). Nevertheless, even after the pandemic, SICC are still confronting other challenges, especially in attracting international association conferences. Therefore, the objective of this research is to identify effective business development strategies for the convention center in Sabah, SICC in hosting international events. Therefore, the business development strategies turned out to be an enticing research area in the sphere of convention centers due to its quick ability to implement. This research will focus on the main issue and propose a new idea as well as practical examples from the field.

## **1.2 Literature Review**

### **1.2.1 International Events**

In the 21st century, there are many examples of what could be considered an international event. Defining what an international event is should be relatively straightforward. Krugman et al. (2006) suggest an international meeting involves the attendees crossing national borders, lasts at least two days plus travel time, has an attendance of 50 or more, and a business agenda utilizing presenters. However, while this definition is focused on meetings, the more research that is conducted on the subject, the more variations in international events become apparent, making an appropriate definition much more complex (Ryan, 2020). This is because many different examples of international events exist; tourism, business, sport, religious, and political activities (Cudny et al., 2016; Ryan, 2020). International events can be held in one place and still attract an international audience, either through actual visits or through the media (Hays et al., 2013). It can also be held in numerous places at the same time or tour from one nation to another (Ryan, 2020) - can originate from a single or a variety of cultures or can begin as a local event and grow into an internationally recognised event (Getz et al., 2019).

### **1.2.2 Convention and Exhibition center**

Over recent years there has been tremendous growth in the convention business and commensurately in the number of convention centers. However, while the expansion in the quantity and size of centers continues unabated, several issues have come to light that question the validity of continuing the current path. One of the examples is study of “Convention center facilities, attributes and services: The delegates' perspective” by Wu et al. (2005) which aims to assess convention delegates' perceptions of the importance of select venue facilities, attributes and services. In the old days, convention centers were built due to a government's policy to promote economic regeneration, particularly in deprived areas (Lawson, 2000), with the aim of creating jobs and boosting the local economy (Sanders, 2005). However, as convention centers are non-residential, they require several hotels near accommodate convention delegates, in addition to restaurants and shopping facilities (Wu et al. (2005). As a consequence of their construction, the image of the destination was often enhanced and enabled its repositioning, resulting in further economic and social benefits (Fenich, 1998). The popularity of a city as a tourist destination goes hand in hand with its convention center (An et al., 2021).

### **1.2.3 Business Development Strategies**

Business strategies mean different things to different people - it may encompass planning, reactivity, and even evolution over time which aims to build a sustainable competitive advantage through effective crafting and execution (Fleisher et al., 2003). It can be viewed as a planning document, a process, a concept for competition and stakeholder relationships, or a set of actions to achieve organizational goals (Bourne, 2016). Effective strategy management is vital for organizational success. It has been argued that the emergent business development strategies are not necessarily bad, however, it could be considered to enhance ways that reflect the conditions at hand in the place (Nwankwo et al., 2015). Notably, it could also serve as an instrument that can help to predict the need to react to unexpected events (Ansoff et al., 2018). From this perspective, strategy is a process, namely the distribution of a particular good and services to citizens or customers in regions or states of the country (Fleisher et al., 2003). According to Porter (1996) It can be the creation of a unique and valuable position, involving a different set of activities, and it can also be a perspective, namely an organization's fundamental way of doing things. Strategy is the theory of the business, strategic management principles have

taken a central place in the analysis of 5 businesses (Drucker, 1994).

### **1.3 Research Objectives**

- 1) To assess the sustainable initiatives practices by SICC.
- 2) To investigate the importance of venue facilities of SICC.
- 3) To identify relevant stakeholders for collaboration with SICC to attract more international events.
- 4) To explore upskilling training and leadership initiatives in SICC.
- 5) To assess clients' top 5 factors could affect the decision-making process of choosing SICC.
- 6) To suggest marketing platforms for effective brand exposure to SICC.
- 7) To identify prominent marketing messages of SICC.

## **2.0 METHODOLOGY**

This research will use both qualitative and quantitative approaches to provide creative recommendations that could support the SICC in their business development strategies. Face to face interviews will be conducted with SICC staff. Due to the limited time, only 1 staff in charge is interviewed. First, respondents will be informed about this research via phone calls where the respondent's contact number will be obtained through SICC official website to make them aware of this research and make an appointment for an interview session. Prior to data collection, respondents will be informed of the following: the rationale for conducting this research, the purpose of this research, their right to withdraw from this research and that the data collected will remain confidential and will only be seen by the research team and used for educational purposes only. After that, a brief description of the research, signing the subject information and consent form, and interview session will be done during the data collection which take approximately 2 hours.

After the interview session, a questionnaire was developed to answer some questions that involve clients' perspectives to get the info and confirmation. A survey questionnaire was distributed via Google form to the SICC clients, both event management companies and conference organizers. Questions related to factors that could affect the decision-making process of choosing SICC and SICC's prominent marketing messages will be assessed using the 5-point Likert Scale system (1 being strongly disagree, 5 being strongly agree). Respondents will be recruited in the study area when data collection is carried out based on the following procedure: 1) asked if they are the clients of SICC or have been to any conference organized in SICC (this question acts as a screening question), 2) asked if they are interested in participating in this study, and 3) given a survey form to fill out if the respondent agrees to participate in this study. Prior to data collection, respondents will be informed of the following: the rationale for conducting this research, the purpose of this research, their right to withdraw from this research and that the data collected will remain confidential and will only be seen by the research team and used for educational purposes only. The completion of the questionnaire survey is estimated to take 3 minutes. A total of 16 respondents was included for data analysis.

### **3.0 KEY DISCUSSION POINTS**

#### **3.1 Sustainable Initiative practiced by SICC**

SICC prioritizes environmental responsibility and has implemented various sustainable practices. The venue's commitment to preserving Sabah's natural beauty aligns with clients' sustainability goals. *“Waste management is one of the crucial aspects of SICC's sustainability initiatives. The venue promotes recycling and waste segregation, strategically placing recycling bins to encourage active participation. By responsibly managing waste and implementing recycling programs, SICC aims to minimize landfill waste and promote a circular economy. While for the wood wastage, SICC did not prepare food more than the clients wanted. For example, if there are 1000 participants coming at once, SICC will only prepare for 1000 participants, so no wastage will occur”* stated by Miss Nurhafizah.

She added that *“SICC also prioritizes sustainable procurement by sourcing eco-friendly products and using biodegradable and compostable materials for food packaging. Responsible procurement practices support local and sustainable businesses, fostering economic growth in the community. For the raw ingredients, SICC has this one program that has been done since the start where they compose the raw ingredients to be a fertilizer. In other positions, SICC also focuses on education and awareness as sustainability initiatives. It promotes sustainability education among staff, clients, and event attendees, providing information on sustainable practices and organizing sustainability-focused events. This fosters a culture of sustainability and encourages eco-friendly behaviors among all stakeholders. This is how SICC serves as a model for other organizations, by demonstrating that events and businesses can operate while minimizing environmental impact. The venue offers clients an opportunity to host events in alignment with their sustainability goals, contributing to responsible practices in the event industry.”*

#### **3.2 Venue Facilities / Set Up Enhancement and its Importance**

SICC provides a world-class event experience through enhanced venue facilities. Their focus areas include creating a memorable atmosphere, optimizing functionality, improving technical capabilities, and offering flexibility and adaptability. SICC invests in visually appealing and functional facilities tailored to each event's requirements, ensuring attention to detail that captivates guests and contributes to event success. Appendix B is the layouts and set-ups are designed to optimize functionality, with considerations given to seating arrangements, stage placement, and audio-visual capabilities. Continuous upgrades in infrastructure, including state-of-the-art audio-visual systems and high-speed internet, enabling seamless presentations and effective communication during events. The venues offer customizable spaces that cater to different event formats, allowing clients to create unique experiences aligned with their vision and objectives.

SICC prioritizes accessibility and convenience for attendees by strategically locating the center near major transportation hubs. Ample parking, wheelchair accessibility, and 24-hour in-house security provide convenience and safety to event participants. The venue also offers reliable and complimentary WiFi throughout, enabling seamless connectivity and enhancing communication and networking opportunities. Strategic partnerships with event specialists ensure professionalism and expertise in event planning and execution, adding value to the venue and enhancing the overall event experience. SICC provides a range of accommodation options, including 5-star hotels, resorts, and city hotels, catering to various preferences and budgets. Its strategic location and expansive space further solidify SICC's position as a premier event venue.

### **3.3 Relevant Stakeholders to be in Collaboration to Attract More International Events and the its Importance**

To attract international events, SICC collaborates with key stakeholders, including tourism boards and agencies. For instance, they partner with Sabah Tourism Board (STB) and associations like MACEOS to promote Sabah as a preferred business events destination, benefiting from their marketing efforts and incentive programs. Other than that, by engaging with industry associations and networks relevant to sectors such as healthcare, technology, education, and finance, can form partnerships and actively participate - it can help SICC to position itself as a preferred venue for targeted international events, leveraging the influence and recommendations of these associations.

Collaborating with local universities and research institutions is another strategy employed by SICC. They tap into their networks and resources to attract academic conferences and intellectual gatherings. SICC hosts specialized conferences, invites renowned speakers and researchers, and involves students in event management, showcasing the uniqueness of Sabah's tourism through interactive experiences. For example, to attract academic conferences, they collaborate with other universities in Malaysia (Appendix B). Last year a conference called "2nd Asia Park Congress" was organized to attract tourism business from around the world to come to Sabah and see the uniqueness of Sabah tourism. Here, not only students from other universities in Malaysia were involved to be volunteers to manage the events, but also with tourism organizations. These collaborations contribute to the growth of the event industry in Sabah and solidify SICC's position as a premier venue for international events. By leveraging the expertise, networks, and promotional activities of these stakeholders, SICC attracts a diverse range of events, boosts the local economy, and provides exceptional experiences for clients.

### **3.4 Talent Enhancement and Leadership Initiatives**

To ensure successful international events, SICC prioritizes talent enhancement and leadership initiatives - invested in staff development, leadership programs, competitive compensation, and a positive work culture, fostering a highly skilled and motivated team. SICC's commitment to identify and nurture future leaders is evident through their leadership development programs, which focus on essential abilities like communication, decision-making, problem-solving, and team management. By investing in staff development and leadership, SICC ensures a capable team that can drive innovation and deliver exceptional event experiences. Their focus on continuous learning and employee satisfaction keeps them at the forefront of the industry, providing unforgettable event experiences for clients and attendees.

However, rather than focusing on talent enhancement that focuses on leadership, technical training programs also must be done. This is not only towards the leader of the group but also towards other staff. For example, offer certification programs in collaboration with industry associations such as in project management, event planning, hospitality management, and digital marketing. As convention centers equipped with advanced technology infrastructure may offer technical training programs. These programs focus on training individuals to effectively use specialized equipment, software, or systems relevant to their industry. For example, a convention center with advanced audiovisual capabilities may offer training on using event production equipment or video conferencing software. Technical training programs help professionals gain proficiency in utilizing the tools and technologies necessary for their work.

### **3.5 Top 5 factors could Affect Clients' Decision-Making Process**

From the survey conducted in Appendix A, it could be seen that the top 5 factors that could affect clients' decision-making process are accessibility (M=4.38, SD=0.8062) as a well-connected and easily accessible venue is more likely to attract a larger audience, enhance attendee experience, and contribute to the overall success of the convention. Next is infrastructure (M=4.31, SD=0.7932), as it impacts the accessibility, capacity, functionality, supporting facilities, technological capabilities, and safety of the venue. Other than that, location (M=4.31, SD=0.9465). This is one of the important factors that need to be considered as convention attendees often need accommodation during the event, so having hotels, guesthouses, or other lodging options nearby is essential. Furthermore, technology and audiovisual capabilities (M=4.31, SD=0.7932). In the modern business world, effective presentation, communication, and technological connectivity are crucial for convention centers. Clients expect state-of-the-art technology and audiovisual equipment to support presentations, product launches, seminars, and workshops, providing high-quality sound, visual displays, lighting, and multimedia support. Lastly, facility and capacity (M=4.25, SD=0.7746). The facility's infrastructure, layout, and amenities determine its suitability for hosting events, ensuring a smooth and successful experience. Adequate capacity, including meeting rooms, exhibition spaces, and seating arrangements, is vital for accommodating the expected number of attendees (Appendix B).

### **3.6 Marketing Platforms for Effective Brand Exposure**

Digital marketing is one of the greatest ways to attract international association conferences as the generation nowadays are more prone to using devices such as phones and laptops. For example, social media advertising such as platforms like Facebook, Instagram, and LinkedIn offer robust advertising capabilities, allowing SICC to target specific demographics and interests. These platforms have a significant user base and can help generate awareness and engagement for SICC. Thus, SICC can showcase the venue's features, highlight events, and promote special offers to attract event organizers and participants. Besides, using Search Engine Marketing (SEM) is also one of the digital marketing where running targeted ads on search engines like Google can be effective for reaching individuals actively searching for event venues in Kota Kinabalu. So, by utilizing relevant keywords and ad placements, SICC can appear at the top of search results, increasing visibility and driving qualified traffic to their website. And most importantly, event listing websites. Listing SICC on popular event websites, both local and regional, can enhance exposure to event organizers and attendees. Websites like Eventbrite, Cvent, and local event directories allow users to search for event venues and provide detailed information about the facilities and services offered by SICC.

### **3.7 Top 3 Marketing Messages**

In the questionnaire, SICC and research team have suggested some of the marketing messages that could be used. Through the survey, below are the top three marketing messages that are prominent to clients (Appendix A).

1. "Fostering enriching networking in a picturesque setting that combines nature, culture, and professional excellence for meaningful connections."
2. "Nature, Culture, and Unforgettable Impressions!"
3. "We have the space, and more spaces, be creative and personalized your special day."

## REFERENCES

- An, J., Kim, H., & Hur, D. (2021). Keeping the competitive edge of a convention and exhibition center in MICE Environment: identification of event attributes for long-run success. *Sustainability*, 13(9), 5030. <https://www.mdpi.com/2071-1050/13/9/5030#>
- Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2018). *Implanting strategic management*. Springer.
- Avila Geraldine. (2020, September 19). Sabah ranks as Malaysia's poorest state, again. Retrieved from <https://www.nst.com.my/news/nation/2020/09/625711/sabah-ranks-malaysias-poorest-state-again>
- Bourne, L. (2016). *Stakeholder relationship management: a maturity model for organisational implementation*. CRC Press.
- Cudny, W., & Cudny, W. (2016). The concept, origins and types of festivals. *Festivalisation of Urban Spaces: Factors, Processes and Effects*, 11-42. [https://doi.org/10.1007/978-3-319-31997-1\\_2](https://doi.org/10.1007/978-3-319-31997-1_2)
- Cvent. (2023). Your preferred MICE Destinations in Sabah. Retrieved from <https://www.cvent.com/meeting-event-planning/malaysia/sabah/events-and-meetings>
- Drucker, P. (1994). *The practice of management*, New York: Harper and Row.
- Escher Jr, A. R. (2020). An ounce of prevention: Coronavirus (COVID-19) and mass gatherings. *Cureus*, 12(3). <https://doi.org/10.1016/j.onehlt.2020.100180>
- Fleisher, C. S., & Bensoussan, B. E. (2003). Strategic and competitive analysis: methods and techniques for analyzing business competition. <http://dx.doi.org/10.1002/9781119010722.iesc0015>
- Getz, D., & Page, S. J. (2019). *Event studies: Theory, research and policy for planned events*. Routledge. <https://doi.org/10.4324/9780429023002>
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: its use by national tourism organisations. *Current issues in Tourism*, 16(3), 211-239. <https://doi.org/10.1080/13683500.2012.662215>
- Heywood Sanders. (2005, January 1). Space Available: The Realities of Convention Centers as Economic Development Strategy. Retrieved from <https://www.brookings.edu/research/space-available-the-realities-of-convention-centers-as-economic-development-strategy/>
- Jessica. (2022, October 31). SICC EXPECTED TO CATALYSE SABAH'S ECONOMIC GROWTH. Retrieved from <https://kepkas.sabah.gov.my/sicc-expected-to-catalyse-sabahs-economic-growth/>
- Lee, M. J., & Lee, K. M. (2007, October). Convention and exhibition center development in Korea. In *Journal of Convention & Event Tourism* (Vol. 8, No. 4, pp. 101-120). Taylor & Francis Group. [https://doi.org/10.1300/J452v08n04\\_07](https://doi.org/10.1300/J452v08n04_07)
- Lee, S., Wu, J. S., & Zheng, C. (2021). Asian convention venue engaging in sustainable practice: The driving and hindering factors. *Event Management*, 25(5), 411-423. <https://doi.org/10.3727/152599519X15506259856561>
- Malek, A., & Mohamed, B. (2010). Convention decision-making modeling.

<http://hdl.handle.net/11328/1159>

Musa, G., & Thirumoorthi, T. (2016). Tourism in Malaysia. In *The Routledge handbook of tourism in Asia* (pp. 184-200). Routledge.

Nwankwo, F., UNIZIK, A., & Igbokwe-Ibeto, C. J. CHARTERED INSTITUTE OF PUBLIC MANAGEMENT OF NIGERIA [CHARTERED BY ACT OF PARLIAMENT, 2015, BILL No. Hb422].

Porter, M. E. (1996). What is strategy?.

Ryan, W. G. (2020). *Managing international events*. Routledge.  
<http://dx.doi.org/10.4324/9780203701843>

Shah, A. U. M., Safri, S. N. A., Thevadas, R., Noordin, N. K., Abd Rahman, A., Sekawi, Z., ... & Sultan, M. T. H. (2020). COVID-19 outbreak in Malaysia: Actions taken by the Malaysian government. *International Journal of Infectious Diseases*, 97, 108-116.  
<https://doi.org/10.1016%2Fj.ijid.2020.05.093>

Shrestha, N., Shad, M. Y., Ulvi, O., Khan, M. H., Karamehic-Muratovic, A., Nguyen, U. S. D., ... & Haque, U. (2020). The impact of COVID-19 on globalization. *One Health*, 11, 100180.  
<https://doi.org/10.1016%2Fj.onehlt.2020.100180>

Wu, A., & Weber, K. (2005). Convention center facilities, attributes and services: The delegates' perspective. *Asia Pacific Journal of Tourism Research*, 10(4), 399-410.  
<https://doi.org/10.1080/10941660500363736>

## **APPENDIX A**

### **1. Interview with SICC staff**

#### **Thematic Analysis**

Theme	Response
Sustainable practices	<ul style="list-style-type: none"><li>- Collaboration with other organization</li><li>- Corporate Social Responsibility program</li><li>- Organic compost</li><li>- Let the staff bring the remaining food</li><li>- Used glass instead of paper cups</li></ul>
Improvements to enhance experience	<ul style="list-style-type: none"><li>- Trying to change to a more advanced technology</li><li>- Enhancing the ambiance of Sabah</li><li>- Provide accommodations</li></ul>
Collaboration and partnerships	<ul style="list-style-type: none"><li>- Outsourcing</li><li>- Collaborating with universities in Malaysia</li><li>- Nearby hotels</li><li>- Event management associations</li><li>- Tourism board</li></ul>
Upskilling and reskilling of talents	<ul style="list-style-type: none"><li>- Regular training</li><li>- Continuous improvement program</li></ul>
Motivating and retaining future leaders	<ul style="list-style-type: none"><li>- Providing growth opportunities</li><li>- Recognizing achievements</li><li>- Offering benefits</li><li>- Environment</li><li>- Leadership development programs</li><li>- Mentorship</li></ul>
Venue decision-making factors	<ul style="list-style-type: none"><li>- Accessibility</li><li>- Venue capacity</li><li>- Technical capabilities</li><li>- Reputation</li><li>- Cost effectiveness</li><li>- Location</li><li>- Facility</li><li>- Services</li></ul>
Marketing platform	<ul style="list-style-type: none"><li>- Social media</li><li>- Industry-specific websites</li></ul>

## 2. Survey

### Section A: Demographic of the Respondents

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

### Section B: Questions

1. Put yourself into the role of a SICC' client, how would you assess a venue? Please rate according to your priority in the following factors that affect your decision-making on venue selection for your event, conference, exhibition, meeting, or workshop.

Items	Mean	Standards Deviation
Accessibility	4.38	0.8062
Location	4.31	0.9465
Technology and audiovisual capabilities	4.31	0.7932
Infrastructure	4.31	0.7932
Facility and capacity	4.25	0.7746
Cost and value for money	4.19	0.8342
Flexibility	4.06	0.8539
Comprehensive support services	3.94	0.7719
Reputation	3.81	0.6551
Unique selling point	3.63	0.9574

**2. Which of the following marketing messages are prominent to you? Pick 3 marketing messages.**

<b>Items</b>	<b>Frequency</b>	<b>Percentage</b>
"Fostering enriching networking in a picturesque setting that combines nature, culture, and professional excellence for meaningful connections."	10	20.83
"Nature, Culture, and Unforgettable Impressions!"	6	12.5
"We have the space, and more spaces, be creative and personalized your special day"	5	10.42
"Your Gateway to Extraordinary: Experience the extraordinary at SICC, where our venue serves as your gateway to unparalleled events and remarkable moments."	4	8.33
"Create memorable experiences through professional spaces, functional facilities, and immersive opportunities to explore exceptional nature and culture."	4	8.33
"Unlock Unforgettable Experiences: Discover a world of extraordinary events at SICC where unforgettable memories are waiting to be made."	4	8.33
"Igniting energy, meaningful connections, innovation, and transformative experiences in a collaborative space."	4	8.33
"Creating memorable impressions, fostering relationships, inspiring insights, and sharing collective experiences for positive guest impact."	4	8.33
"Explore creative space"	4	8.33
"Experience Exceptional Sabah Nature!"	3	6.25

**3. What specific aspects of Sabah's unique offerings for international business events do you find the most appealing? Choose 1 only.**

<b>Items</b>	<b>Frequency</b>	<b>Percentage</b>
World heritage site	4	25
Sandy beaches	3	18.75
Multicultural society	2	12.50
Local cuisine	2	12.50
Shopping destination	1	6.25
Safe destination	1	6.25
Nightline entertainment	1	6.25
International events	1	6.25
Cultural performance	1	6.25

## **APPENDIX B**

### **1. “2nd Asia Park Congress”**

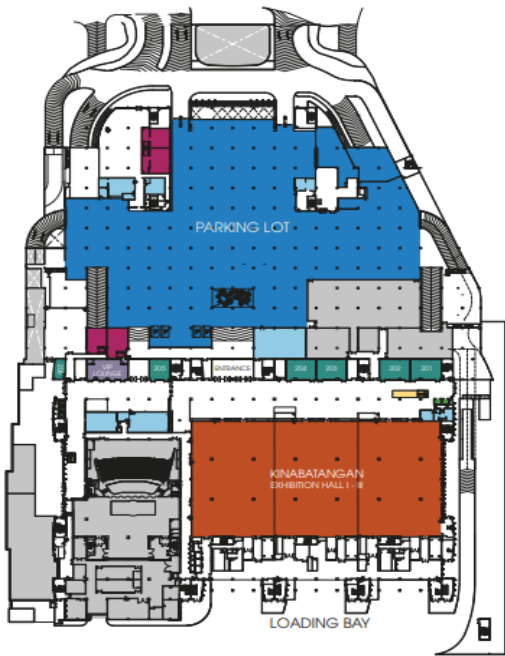


**Picture 1: Appreciation awards events**

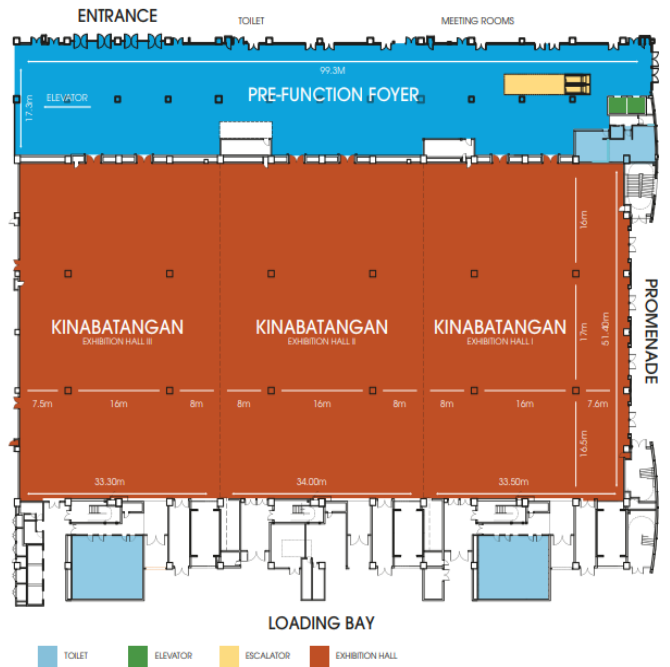


**Picture 2: Universities students**

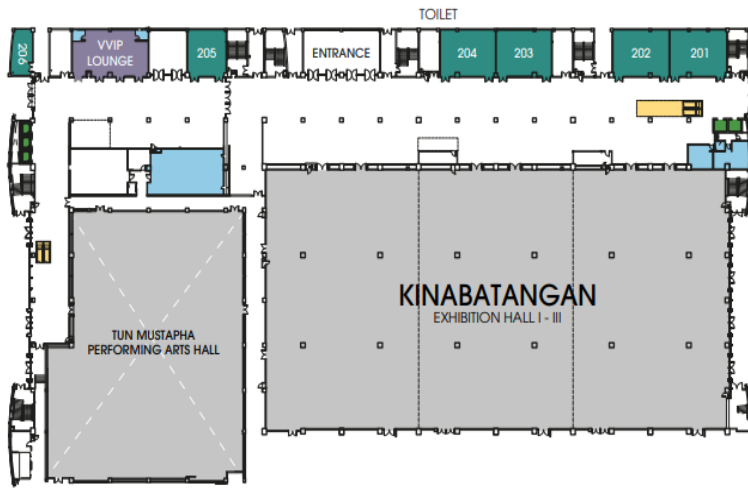
## 2. SICC layout



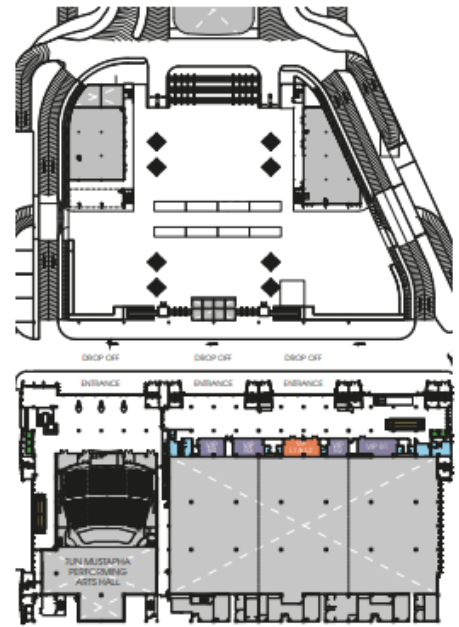
Picture 3: Exhibition floor (Level 2)



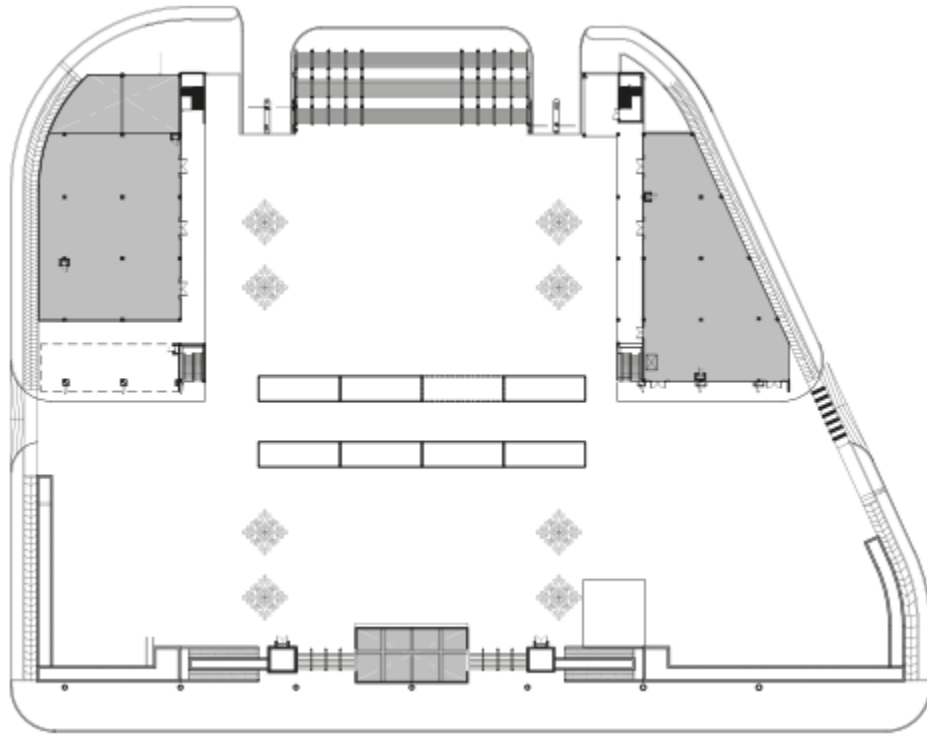
Picture 4: Multipurpose event space (Level 2)



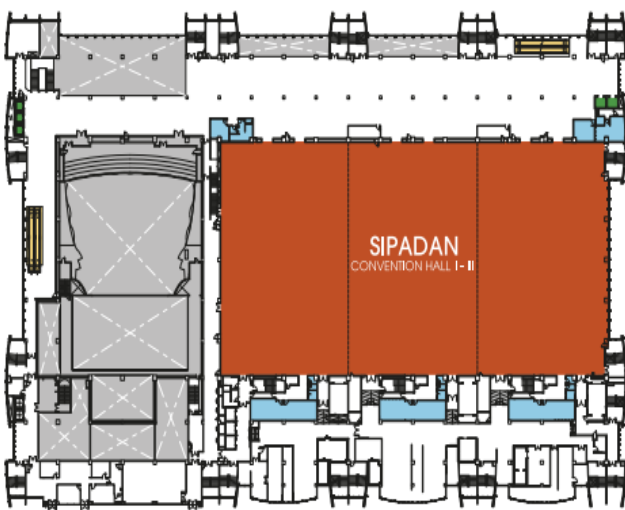
Picture 5: Main lobby (Level 3)



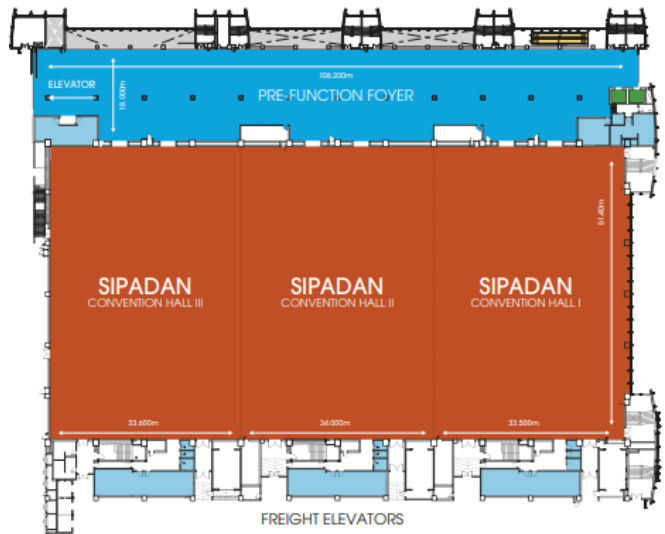
Picture 6: Meeting space (Level 3)



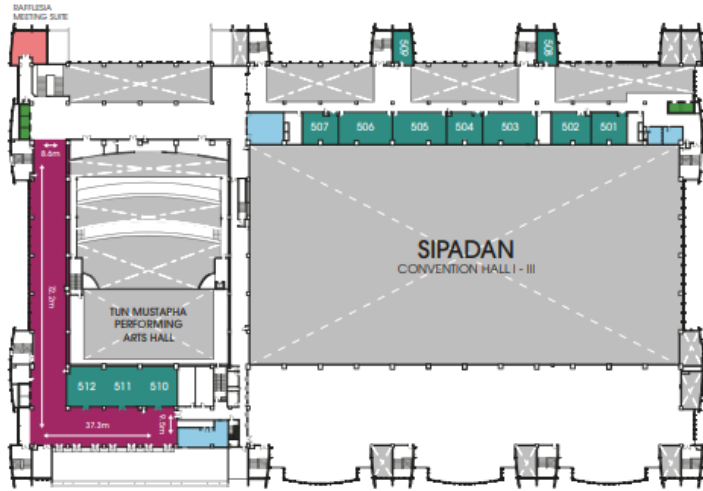
Picture 7: Jesselton square



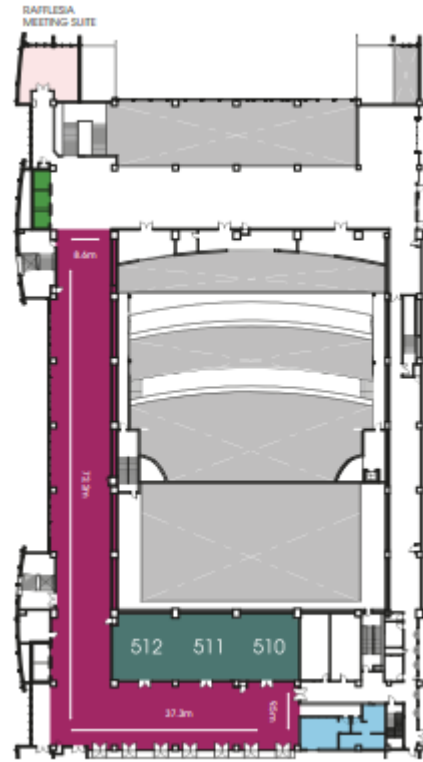
Picture 8: Convention Floor (Level 4)



Picture 9: Sipadan Convention Hall (Level 4)



Picture 10: Flexible Function Rooms (Level 5)



Picture 11: Exclusive section (Level 5)