

A CULINARY EXPERIENCE AND **A LASTING LEGACY**

It was the first time that the IAPCO Council Meeting, a group of highly influential meeting planners, had met in Malaysia. Hosted by the Kuala Lumpur Convention Centre (KLCC), council members were about to be immersed in a cultural experience that would leave them in no doubt about the exceptional enchantments to be found in this venue and destination.

Concentrated meetings for 3 days, discussing such topics as quality, education, engagement, required some light relief, and the KLCC delivered. The itinerary included an experiential site visit followed by a sumptuous Peranakan-style feast. This interactive immersion not only showcased the Centre's world-class facilities, but provided a hands-on culinary exercise, which saw its chefs guide attendees in making a local favourite, Kuih Pie Tee, a traditional Nyonya dish of spicy and sweet sliced vegetables and prawns served in a thin pastry shell.

KLCC also surprised the Council Members with some famed Malaysian hospitality when setting up a unique Indian lunch on the stage of the Plenary Hall (the theatre with a capacity of 3000). The lunch was also accompanied by a special live performance of Tabla (South Asian membranophone percussion instrument) and Veena (Indian traditional instruments) and Kolam (a form of drawing that uses coloured rice flour) demonstration, cleverly depicting the IAPCO logo.

"The occasion provided the perfect platform to expose top international industry professionals to our facility and showcase Kuala Lumpur and Malaysia's multicultural diversity and compelling business events proposition. We hope the visit will inspire them to consider hosting future international association meetings in Kuala Lumpur and here at the Centre," shared KLCC's General Manager, Alan Pryor.

Commenting on the experience at the Centre, IAPCO Vice President, Mathias Posch, said, "The IAPCO Council meeting held at the Kuala Lumpur Convention Centre will be remembered for a long time. Maya Angelou said that 'people will forget what you said, people will forget what you did, but people will never forget how you made them feel' - there isn't a better way to describe what we experienced at the Centre over the past few days. Your entire team - on every level - made us feel welcome and deeply cared for at any given time. We didn't leave the venue for almost three days but we felt we experienced more of the Malaysian hospitality and everything your wonderful country has to offer, than if we had been out exploring."

"To end the visit in style, we hosted a Malay-themed Gala Dinner on the final evening. Arriving to the soothing sounds of gamelan (traditional Malay orchestra), the Council Members soaked in some of Malaysia's traditional arts and craft, followed by a multicultural spread", continued Alan Pryor.



But a further surprise was in store. IAPCO council members, having participated in the creation of some "works of art" batik painting, were informed that these were now to be auctioned. RM3000 was raised from these masterpieces and a mock cheque raised to depict the donation.

The money raised was bequeathed to the Centre's tree planting initiative, a collaboration with the Forest Research Institute of Malaysia (FRIM) under their Conservation Culture Programme. KLCC's partnership with FRIM provides the perfect mechanism for environmentally-conscious delegates and visitors attending events at the Centre to contribute to the programme and offset their own emissions. To-date, the venue has sponsored the planting of over 320 trees.

Said Mathias, *"Leaving a positive legacy is something we always aim to do during our events. It is a message that lasts, that evokes emotion and improves lives. The business events industry has the power to bring change beyond our own industry and outside just one event. We are pleased to donate this money to the Centre's tree-planting programme, which will see 30 trees planted at FRIM, creating a lasting legacy for IAPCO to commemorate our time in Malaysia."*

IAPCO represents today 117 companies comprised of professional congress organisers, meeting planners and managers of international and national congresses, conventions and special events from 41 countries.

INFO@IAPCO.ORG WWW.IAPCO.ORG
WWW.IAPCO.ORG