

CASE STUDY

# THE 83<sup>RD</sup> TOASTMASTERS INTERNATIONAL CONVENTION 2014

**FAST FACTS:**

**Date**

20 - 23 August 2014

**Venue**

Kuala Lumpur, Malaysia

**Host Organisation**

Toastmasters International

**Attendance**

2,557 delegates from all around the world

**Economic Impact for Malaysia**

RM27.8mil

**Visitors' Expenditure**

RM16.8mil

“KLCC understood our company standards and were efficient in delivering the highest quality of service, food, space, innovation and technology. The hospitality shown was made our attendees and staff feel very welcomed. Kuala Lumpur is a modern city with state-of-the-arts facilities that has what it takes to host international conferences.”

Darci Maenpa, Toastmasters International's Member Support Director.

**MARKING ANOTHER REMARKABLE MILESTONE**

Malaysia seamlessly hosted the 83<sup>rd</sup> Toastmasters International Convention 2014 in Kuala Lumpur which was held for four consecutive days. The convention was held for the first time ever outside North America. The International Convention is the most anticipated event of the Toastmasters year, as members and non-members alike gather together to hear world class public speakers, network with like-minded people, elect International Officers and Directors, and attend the spectacular and soul-stirring public speaking competition known as the World Championship of Public Speaking. The convention touches on fields like Communication, Leadership and Business.

Marked August 2014, 1,450 first-timers and 1,107 seasoned conventioners of Toastmasters from around the world gathered at the beautiful Kuala Lumpur Convention Centre in Malaysia.

An annual event, the Convention provides thousands of the global toastmasters' community to compete in the Humorous, Evaluation, Tall Tales, Table Topics and International speech contests. Competition begins with club contests and winners continue competing through the area, division and district levels. The International competition has two additional levels — the Semi-final and the World Championship of Public Speaking. Each year, the Toastmasters International Convention culminates in the final round of the International Speech Contest, which produces the World Champion of Public Speaking.

A panel of experienced Toastmasters judges evaluates nine contestants from different parts of the world, all of whom have advanced to the finals following a year-long process of elimination through club, area, district and semi-final competitions. Criteria used in judging include speech content, organization, voice quality and gestures.

Toastmasters International is a world leader in communication and leadership development with more than 332,000 members from around the world. Members improve their speaking and leadership skills by attending one of the 15,400 clubs in 135 countries that make up Toastmasters International's global network of meeting locations.

The Toastmasters International aims at empowering individuals to become more effective communicators and leaders.

## **MALAYSIA AS THE PREFERRED DESTINATION FOR THE 83<sup>RD</sup> TOASTMASTERS INTERNATIONAL CONVENTION 2014**

Kuala Lumpur, Malaysia was selected by the International Toastmasters World Headquarters due to the city's ease of accessibility for delegates and proven capability to host conventions of the scale.

The selection process was detailed and stringent; however, Malaysia was finally chosen as the host country for the 83<sup>rd</sup> Toastmasters International Convention because of its prevailing economy, logistics, infrastructure, state-of-the-art facilities, the country's diversity culture as well as its good governance and the all-ready Government support.

Headquartered in Southern California, Toastmasters international membership consists of members from all around the world in which includes Malaysia. Given that Malaysia ranks fourth in number of Toastmasters members, the World Headquarters committee opted for Kuala Lumpur, Malaysia to hold the 2014's convention. In addition to its proximity to Asian and South Asian hubs, Malaysia's melting-pot population and growing professional class were a good fit with Toastmasters' mission. Based from the Committee's evaluation, they found that Malaysia's population is very focused on self-improvement – the population keeps on improving and the Government's on-going effort in strengthening their nation.

••• In line with the International Toastmasters' annual format, Malaysia has what it takes to portray the best of diversity cultural elements. The 2014's convention embraced the international locale with cultural activities in order to reduce cultural barriers, and creates a sense of familiarity among members no matter where they meet up.

## **EXECUTION**

The opening ceremony in the Plenary Theatre was a 'mini-United Nations' with a parade of 94 flags representing the countries of the delegates.

At the 'Big Party', where venue decor was handled by KLCC, Grand Ballroom 1 and 2 took on a party atmosphere with a DJ and dance floor. The Banquet Hall provided a mellow place with a lounge and pianist entertaining.

The lynchpin was the World Championship of Public Speaking competition. For the finals, the strict rules for venue access meant that no movement was allowed once a contestant was on stage and in between contestants a minute of silence was observed. The one-week event

included 11 different activities, some concurrently, 14 Region Gatherings, a two-day District Leader Training, President's Inauguration and Celebration.

### **SUPPORT FROM THE MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB)**

As a full service bureau, MyCEB worked closely with District 51 International Toastmasters Committee from when the bid was won right through to event execution. Specifically, MyCEB coordinated the city-wide collaboration to support the Convention, including introductions to the state and local government and local suppliers. In addition, MyCEB conducted site inspections of Kuala Lumpur Convention Centre (KLCC) and assisted in providing publicity platform for the Convention through PR & media engagement with the local and international media – from bid won right to the closing ceremony of the Convention. The advice, assistance and consultation provided by MyCEB covered a broad range of areas such as the applicable tax regime, the opening of an international bank account, assistance in the tendering process for local suppliers and advice on culturally sensitive matters.



A year before the event kicked off, Toastmasters planners met with and selected local printing and merchandising vendors recommended and arranged by the Malaysia Convention and Exhibition Bureau (MyCEB). Based from the Organiser's feedback, through this arrangement, they had saved thousands of dollars in shipping as their convention related materials are mostly produced locally.

### **LASTING LEGACIES**

With the global spotlight on the city and more than 2,500 delegates, visitors and media in town for the 83<sup>rd</sup> Toastmasters International Convention, the profile and economic benefits for Malaysia were significant, including an estimated economic contribution to Malaysia of RM27.8million. But the legacies of the Convention went far beyond the media coverage and economic impacts. The Convention brought great visibility to Malaysia's expertise in the ability to host and organise world class business events; not just for Conferences and Conventions but also meetings, incentives and exhibitions. The 83<sup>rd</sup> Toastmasters International Convention 2014 made history in Malaysia not just because it was one of the most successful conference ever hosted in the country but it also created real change and

perfectly demonstrated and defined in a way why the business events industry is crucial to the growth and development of the city, state and country.

## TRACK RECORD

Malaysia has an outstanding track record for securing and hosting some of the world's largest and most prestigious international conferences and conventions.

Several major conventions and conferences hosted in Malaysia:

2015 International Olympic Committee Session (IOC 2015)

2015 World Scholars' Cup 2015

2015 Australian Directors' Conference 2015



2014 The 25<sup>th</sup> International Federation of Surveyors (FIG) Congress

2014 The 9<sup>th</sup> Congress of The Asian Society of Cardiovascular Imaging (ASCO) 2015

2014 Meeting & Events Australia (MEA) Annual National Conference 2014

2014 The 61<sup>st</sup> UICH (Union International des Concierge Hotels) Les Clefs d'Or International Concierge Congress