



TAYLOR'S  
UNIVERSITY

Wisdom · Integrity · Excellence

# TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN EVENTS MANAGEMENT

6 to 19 August 2023



**Taylor's University** is a member of the Taylor's Education Group. It has become one of Malaysia's most successful and reputable private higher education institutions.

Taylor's has continuously provided excellent services for its students in terms of comprehensive study options, inspiring curriculum and teaching methods, progressive partnerships with leading universities worldwide, strong industry linkages, state-of-the-art facilities.



## 1st in Malaysia, 16th in the World

### For Hospitality and Leisure Management\*

The hospitality, tourism and events sectors are growing at an exponential pace and Taylor's School of Hospitality, Tourism and Events (SHTe) prides itself on matching every stride of this growth. With its dynamic programmes and outlook, it is obvious why SHTe leads the way for hospitality education in Southeast Asia. The facts are clearly in the figures for this achievement and SHTe continues to raise the bar as a highly admired award-winning school.

*\*based on QS World University Rankings by Subject 2022.*

#### COURSE HIGHLIGHT

1. To equip students with knowledge and skills in managing different type of events.
2. To be immersed in the Malaysian multicultural environment.
3. To explore the multicultural work context in the Malaysian Event Industry.
4. To engage students with industry experts through sharing informative experiences.

#### LEARNING OUTCOME

Upon completion of this programme, student should be able to:

1. Describe the principles of events management.
2. Apply skills and knowledge obtained through interactive sessions with experts from the event industry.
3. Reflect on the new and unfamiliar cultural experienced in Malaysia.

#### ASSESSMENT



Students are required to attend and participate in all the workshop activities throughout the two weeks.



Students are required to prepare a VLOG not more than 3 minutes reflect on their learning experiences throughout the summer programme.



## LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

Taylor's University Summer Programme is offered at the equivalent of 3 ECTS. Students who have successfully completed the Programme will be issued with a Certificate of Participation. Should transfer of credits be required, please check with your home institution if the certificate can be accepted alongside with a verification letter from the organizing school.

#### Programme fees:

**USD1200** for participants from partner universities.

**USD1400** for participants from non-partner universities.

*Price is inclusive of accommodation, experiential learning, welcome and farewell reception and cultural tours. Payment made is non-refundable if the participant is not able to fulfill the travel requirements as imposed by the authorities of Malaysia.*

#### Exclusion:

Flight tickets, travel insurance, health insurance, Social Visit Pass (SVP) and living costs are to be borne by the students. Proof of purchase is required for travel insurance and health insurance.

#### Accommodation:

Twin sharing room in student accommodation, or in a 3-star hotel as arranged by Taylor's University.

#### Minimum Participants:

10 students for the programme to commence.

#### Travel Requirements:

- International students/participants must submit an application for a Social Visit Pass (SVP) to Immigration Department of Malaysia (IMM) through [Education Malaysia Global Services \(EMGS\)](#).
- Participants are required to have travel insurance and health insurance that cover participants throughout the duration of the programme;
- Return flight tickets to the home country for students/participants using SVP must be presented at the international entry points.

*(return flight ticket to a third country with reasonable justification is subject to Immigration Department of Malaysia's approval)*

All participants must adhere to and fulfill the travel requirement as announced and imposed by the authorities of Malaysia such as the Immigration Department, Ministry of Health, Ministry of Education, Ministry of Higher Education, etc.

**Application Deadline: 31 May 2023**

Online Application is available at [www.taylors.edu.my/appllysp](http://www.taylors.edu.my/appllysp) or write to [summer@taylors.edu.my](mailto:summer@taylors.edu.my) for further enquiries.

# PROGRAMME HIGHLIGHTS

WEEK 1	PROGRAMME ITINERARY
<b>DAY 1 SUNDAY</b>	<ul style="list-style-type: none"> <li>• Check in to designated accommodation service</li> </ul>
<b>DAY 2 MONDAY</b>	<ul style="list-style-type: none"> <li>• Orientation and Welcome Speech by Head of School &amp; Programme Director</li> <li>• Teambuilding and Workshop (Ice Breaking)</li> </ul>
<b>DAY 3 TUESDAY</b>	<ul style="list-style-type: none"> <li>• Workshop 1: Scope and Nature of Event Management</li> <li>• Workshop 2: Event Concept Development</li> </ul>
<b>DAY 4 WEDNESDAY</b>	<ul style="list-style-type: none"> <li>• Industry Workshop 1: Event Entertainment, Staging and Design</li> <li>• Expert Series 1: The Secrets to Keep Your Audience Entertained, a Case Study of Malaysia</li> </ul>
<b>DAY 5 THURSDAY</b>	<ul style="list-style-type: none"> <li>• Workshop 3: Event Marketing</li> <li>• Workshop 4: Innovative Event Marketing</li> </ul>
<b>DAY 6 FRIDAY</b>	<ul style="list-style-type: none"> <li>• Expert Series 2: How to Market Your Event in Southeast Asia (SEA) with or without Social Media</li> <li>• Workshop 5: Event Poster Designing</li> </ul>
<b>DAY 7 SATURDAY</b>	Free and Easy



WEEK 2	PROGRAMME ITINERARY
<b>DAY 8 SUNDAY</b>	Free and Easy
<b>DAY 9 MONDAY</b>	<ul style="list-style-type: none"> <li>• Workshop 6: The Malaysian Event Culture (Protocol and Taboo)</li> <li>• Workshop 7: Event Logistics &amp; Risk Management</li> </ul>
<b>DAY 10 TUESDAY</b>	<ul style="list-style-type: none"> <li>• Industry Workshop 2: The Future of Event Industry in Malaysia</li> <li>• Workshop 8: Networking with Event Management Student</li> </ul>
<b>DAY 11 WEDNESDAY</b>	<ul style="list-style-type: none"> <li>• Expert Series 3: The Role of Technology in Event Industry through Event Software Used in Malaysia</li> <li>• Field Visit: Networking with the Malaysian Industry Expert (MACEOS Leaders)</li> </ul>
<b>DAY 12 THURSDAY</b>	<ul style="list-style-type: none"> <li>• Workshop 9: Clearing and Closing of Event</li> <li>• Expert Series 4: Bringing Your Audience to the Next Event</li> </ul>
<b>DAY 13 FRIDAY</b>	<ul style="list-style-type: none"> <li>• Vlog Submission and Group Sharing Session</li> <li>• Certificate Giving Ceremony</li> </ul>
<b>DAY 14 SATURDAY</b>	<ul style="list-style-type: none"> <li>• Check out from accommodation service and return to homeland</li> </ul>

## WHAT TO EXPECT IN MALAYSIA?

Malaysia is one of Southeast Asia's top travel destinations, possessing an endless range of attractions and activities that cater for the cosmopolitan shopper, cultural enthusiast, historical buff and nature-lover. Malaysia is well known for Multiculturalism, which has not only made Malaysia a gastronomical paradise, but also made Malaysia home to hundreds of colourful festivals. As a people, Malaysians are very warm and friendly. Geographically, Malaysia is as diverse as its culture. Let's explore the variety of cultures in Malaysia.



### KUALA LUMPUR CITY CENTRE (KLCC)

Located in the KL city centre, the Petronas Twin Towers' architecture is Islamic-inspired and the buildings primarily house the corporate headquarters of the Petronas Company and other offices. Petronas Twin Towers has two identical 88-storey buildings whereby both towers are joined at the 41st and 42nd floors (175m above street level) by a 58.4 metre-long, double-decker Skybridge.



### CENTRAL MARKET

Built in 1928, the Central Market, also known as Pasar Seni is just a short walk away from Petaling Street, along Jalan Hang Kasturi. The focus for the city's artistic community, inside the building is a warren of boutiques, handcraft and souvenir stalls with traders selling local merchandise such as authentic Malaysian batik prints and more.



### BATU CAVES

Batu Caves is a limestone hill comprising of three major caves and a number of smaller ones. This 100-year-old temple features idols and statues erected inside and around the main caves and are frequented by visitors from all over the world throughout the year. Incorporated with interior limestone formations said to be around 400 million years old, the temple is considered an important religious landmark by Hindus.



### SULTAN ABDUL SAMAD BUILDING

Constructed entirely of brick, the Sultan Abdul Samad building features strong gothic, western and Moorish-style influences with an imposing porch, graceful arches, curved colonnades topped with shiny copper cupolas and a domineering 41.2m-high clock tower. It is frequently seen as the backdrop for Malaysia's annual Independence Day parades, which takes place at Dataran Merdeka.



Global Mobility

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PUTRA BRAND GOLD AWARDS



Putra Brand Gold Awards



PERFORMANCE RATING BY MINISTRY OF HIGHER EDUCATION



5 Star Rating



HOSPITALITY AND TOURISM



6 Star Rating



READER'S DIGEST TRUSTED BRAND GOLD AWARDS



Reader's Digest Trusted Brand Gold Awards