

VOL. 01/2021

MySAE

PUBLICATION OF MALAYSIAN SOCIETY OF ASSOCIATION EXECUTIVES

NEWS



SUNNY CHEE
NAMED NEW
PRESIDENT
OF MSAE.

COLLECTIVE
VOICE FOR
GREATER
ENGAGEMENT

SURVEY ON
THE IMPACT
OF COVID





NATIONAL HEART ASSOCIATION OF MALAYSIA SUNNY CHEE NAMED NEW PRESIDENT OF MSAE

Sunny Chee will take over the role at MSAE from Datuk Dr. Raj Abdul Karim of the Malaysian Council for Child Welfare.

Commenting on the announcement, Sunny Chee said: "I am hugely excited about taking on the role of chairman at such a crucial time. Coronavirus has brought new challenges for our industry. We know across the Association members have been heavily impacted by the virus and its economic impact. Supporting members through these difficult times is an immediate priority and MSAE was there to support and champion members during these troubled times.

At the AGM, the members voted to create a new executive committee, to help develop and drive the future strategy of MSAE.

THE MSAE MEMBERS ELECTED TO THE RESPECTIVE POSITIONS IN THE NEWLY FORMED COUNCIL ARE :

| | | | | | |
|--|---|---|---|--|---|
| President Sunny Chee of National Heart Association of Malaysia | Vice-President Dr.Lydia Abdul Latif of Malaysian Association of Rehabilitation Physicians | Hon. Secretary Rosman Hamzah of Malaysian Gas Association | Hon. Asst. Secretary Evelyn Lo, of Malaysia Shopping Malls Associations | Hon. Treasurer James Selva of Asian Federation of Advertising Associations | MSAE Auditor Amos Y.C.Wong |
|--|---|---|---|--|---|

COMMITTEE MEMBERS

| | | | |
|--|--|--|--|
| Datuk Dr.Raj Abdul Karim of Malaysian Council for Child Welfare. | Evelyn Cheong of Malaysia Retailers Associations | Tan Mei Phing of Malaysia Convention & Exhibition Bureau | Dr.Nazirah Hasnan, of Malaysian Association of Rehabilitation Physicians |
|--|--|--|--|

Cover Picture Credit

Front Left : Datuk Dr.Raj Abdul Karim, Dr.Lydia Abdul Latif, Sunny Chee, Rosman Hamzah, James Selva

Back Row Left : Evelyn Lo, Amos Y.C.Wong, Tan Mei Phing, Dr.Nazirah Hasnan,



MALAYSIAN ASSOCIATIONS USE THEIR COLLECTIVE VOICE FOR GREATER ENGAGEMENT DURING TURBULENT TIMES

The Malaysian Society of Association Executives (MSAE) held a virtual webinar recently, supported by Malaysia Convention & Exhibition Bureau (MyCEB) and Kuala Lumpur Convention Centre (the Centre), to present their association objectives and their survey findings on the Impact of Covid-19 to the Operations and Sustainability of Associations in Malaysia.

Part of the webinar was also a panel session that discussed how venues are coping with the challenges posed by the pandemic and industry recovery programmes that were recently launched to boost the overall business events market.

Sunny Chee, President, MSAE said, "We would like to first and foremost thank MyCEB for sponsoring this webinar and the Centre for supporting us as well. We are delighted to be engaging with all of you virtually, live from the Kuala Lumpur Convention Centre, to share our survey findings. It is now a fact that associations are doing their best to navigate this challenging situation."

According to the survey conducted in August 2020, participated by 108 associations from various sectors, up to 70% of associations have reported that their organisation's activities such as council

meetings, membership, community, stakeholders and government engagements have been impacted by the Covid-19 pandemic.

Dr. Lydia Abdul Latif, Vice President, MSAE, who shared the survey findings also said, "The survey further showed that the associations' revenue-generating activities such as fund-raising campaigns, events such as conferences, forums and exhibitions have also been significantly impacted with at least 70% of associations reporting event cancellations and change in event format to virtual or hybrid."

The survey also reported on the expected membership attrition, membership generation as a result of the pandemic, and associations' adoption rate of the new normal.

Amidst the unparalleled uncertainties and the rapid evolvement of the Covid-19 virus, Malaysian associations have persevered and proved agile as at least 80% out of the 108 associations have adopted online platforms for conducting virtual council meetings, AGMs and webinars.

Sunny continued, "It is heartening to see many of us in Associations have adapted to the new normal. MSAE is a young association and we look



(From left) Edward Lim, Sales Manager, Malaysia Convention & Exhibition Bureau (MyCEB); Dr. Lydia Abdul Latif, Vice President, Malaysian Society of Association Executives (MSAE); Sunny Chee, President, MSAE; Angeline van den Broecke, Director of Global Business Development and Marketing, Kuala Lumpur Convention Centre (the Centre), during the recent MSAE virtual webinar.

forward to increasing our presence and generate more engagement beyond our membership, and establish a relationship with relevant government sectors to establish a stronger voice for Malaysian associations.”

Angeline van den Broecke, Director of Global Business Development and Marketing at the Centre, shared some of the initiatives and comprehensive solutions the venue has undertaken, “From initiating industry partnerships to the implementation of a comprehensive safety plan, our major priority was to be venue ready and team ready and we have kept our team engaged organisation-wide cross-training programmes to assist with operations and support services.

We have maintained an active communication and engagement interface, launched our new website with progressive and innovative features such as a dedicated Covid-19 information section, an AI chatbot and interactive floor plans. To maintain business sustainability we are continuing our progressive adoption of hybrid and virtual platforms

and we want to thank all our clients, industry partners and stakeholders who have shown us tremendous support during these turbulent months.”

Edward Lim, Sales Manager, MyCEB said that, “Since the Meet in Malaysia campaign was launched in July, with over 90 industry partners coming forward with new meeting packages, there have been upto 20 applications with over 24,000 delegates being approved. We are thrilled for such a tremendous support from our industry players and their keenness to get back to business. There are variety of packages available under the Let’s Meet Locally Programme, to encourage local meetings and events and the Let’s Meet Tomorrow Programme offers attractive deals for home-grown regional and international events, in an industry recovery effort. We look forward to working with all of you to bolster the damage our industry has taken on this year.”



MSAE'S LAUNCHES ITS OWN SURVEY ON THE IMPACT OF COVID 19 AMONG ASSOCIATIONS IN MALAYSIA

The purpose of this survey is to gather feedback on the impact of COVID-19 on the operation and sustainability of associations in Malaysia. This data will help us analyzing better challenges currently faced by the associations also better equip us in demonstrating our roles in advocating and advisory services.

The survey was sent to a total of 1,887 individual association members representing 488 associations in Malaysia on 6 August 2020 and was ended on 21 August 2020. We collected 142 individual samples from 108 associations with response rates against targeted individuals of 7.52%.

This survey was divided into three parts on basic questions about their association, the impact of

COVID-19 to their associations, the new normal they adopted and the last part focusing general questions.

Respondents were from professional associations and their membership was based on individual than the organization. These associations are managed by the secretariat with paid staff but half of them still run by the volunteers (office-bearers). Twenty percent of these associations owned or rented an office whereby others were using council members' workplaces as their offices. These associations hired staff to assist them with day to day operations and administrative work but using not more than five staff.



The full report is available at the MSAE office should you need a copy of the survey report.



Malaysian Society of Association Executives

c/o Malaysia Convention & Exhibition Bureau (MyCEB)
Level 9, Menara Z10, Jalan Alamanda 2, Presint 1,
62000 Putrajaya, Malaysia.

Tel : +603 8893 4517 Email : mycebad@myceb.com.my

website : www.mymsae.org.my