



“YOUR BE PLAYGROUND - MICE INCENTIVE 2025”

Post-Event Report Guidelines

INSTRUCTIONS:

All recipients of successful support from the Sabah Convention Bureau must submit a Post-Event Report to assess the event’s success and its contribution to Sabah’s MICE industry. The report should provide key insights, performance analysis, and economic impact to help measure its overall outcome.

Submission Deadlines and Format

- Deadline: Within **one month after the event concludes**.
- Format: **PowerPoint (PPT)** - including necessary attachments.
- Use images, graphs, tables, and visual aids where applicable.
- Submission Method: Submit via Google Form ([Online Form](#)) or email to the designated person in charge.
- Failure to submit on time may affect future support. Please request an extension in advance if needed.
- The Sabah Convention Bureau **reserves the right to request additional information if necessary to complete the evaluation**.

1.0 Event Overview

- Event Name:
- Event Type:
- Industry Sector:
- Event Objectives (clearly state the purpose and goals of the event):
- Event Website:
- Date & Duration:
- Event Venue (list all if more than 1):
- Accommodation (list all accommodations if multiple):
- Event Organizer(s) (association, corporate, PCO, etc.):
- Final Itinerary/Program ([as attachment](#)):

2.0 Attendance & Participants Analysis

A). Corporate Meetings/ Incentive Groups

Breakdown of Participants/Delegates (exact number required)

- Local (Sabah residents):
- National (specify state):
- International (specify country):

Final Name List of Participants/Delegates (Exact number required; to be [submitted as an attachment](#))

Consist of the following:

- ✓ Full Name (Required)
- ✓ Date of Birth (DOB) (Optional)
- ✓ Gender (Optional)
- ✓ Profession/Job Title/Designation (Required)
- ✓ Organization/Company Name (Required)
- ✓ Country of Origin (For International Attendees) / State (For Malaysian Attendees) (Required)
- ✓ Flight Details

B). Conferences/ Congress/ Exhibition/ Event

Total Gross Space Occupied (sq.m.) (specify the total event space utilized - if applicable):

Space Breakdown by Exhibitor Type (if applicable)

- International Exhibitors: _____ sq.m.
- National Exhibitors: _____ sq.m.
- Local Exhibitors: _____ sq.m.

Category Breakdown (if applicable & exact number)

Participants/Delegates:

- Visitors/General Public:
- National Exhibitors:
- International Exhibitors:
- Speakers:

Breakdown of Participants/Delegates (exact number required)

- Local (Sabah residents):
- National (specify state):
- International (specify country):

Final Name List of Participants/Delegates (Exact number required; to be submitted as an attachment)

Consist of the following:

- ☒ Full Name (Required)
- ☒ Date of Birth (DOB) (Optional)
- ☒ Gender (Optional)
- ☒ Job Title/Designation (Required)
- ☒ Organization/Company Name (Required)
- ☒ Country of Origin (For International Attendees) / State (For Malaysian Attendees) (Required)

3.0 Participant Engagement (Tick applicable options and add brief notes if possible)

- ☐ Pre-or post-event survey conducted
- ☐ Active networking sessions
- ☐ Q&A sessions or panel discussions
- ☐ Social media interaction during event
- ☐ Other (please specify): _____

4.0 Estimated Economic Contribution (Fill in approximate values or estimates — this helps us calculate impact)

- Average spending per participant: RM/USD/EUR _____
- Organizer's total event spending: RM/USD/EUR _____
- Exhibitor spending (if any): RM/USD/EUR _____
- Any post-event tours/trips? ☐ Yes ☐ No
- If yes, how many participants? _____
- Any key highlights, challenges, or feedback:

5.0 Attach supporting documents, visual & media documentation (surveys, media clippings, etc.)

- High-Quality Event Photos (Group Shots, Key Moments, Venue Setup, etc.)
- Screenshots of Media Coverage (Online/Print News, social media, etc.)
- Testimonials or Video Highlights (if available)

Report Structure Flow

Report Cover Page

Table of contents

1.0 Event Overview

2.0 Attendance & Participants Analysis

3.0 Participant Engagement

4.0 Estimated Economic Contribution

5.0 Attach supporting documents, visual & media Documentation (surveys, media clippings, etc.)

Post-Event Feedback & Evaluation

- Recipients are also required to complete the MICE Event Feedback Form via Google Forms [[MICE Event Feedback Form](#)]. This form is intended for Hosts, Organizers, PCOs, etc. to submit their responses. The collected feedback will be evaluated and utilized for research purposes.

For further inquiries, please contact:

+6088-309 786 (office)