SUPREME COUNCILLORS GUIDELINES 2017/2018

UKEC

United Kingdom and Eire Council of Malaysian Students

(Majlis Perwakilan Pelajar Malaysia di United Kingdom dan Republik Ireland)

Prepared by:

Faizul bin Zuraimi
UKEC Chairperson 2017/2018

Syahmi Rafsanjani bin Shaarani
UKEC Deputy Chairperson 2017/2018

Fatin Farhana binti Ali Badron
UKEC General Secretary 2017/2018

Chang Han Jien
UKEC National Treasurer 2017/2018

Hafiz Aarief Mustafa Reza
UKEC Executive in Chairperson/Deputy Chairperson's Office 2017/2018

Nik Muhammad Arman Bin Nik Azlan
UKEC Regional Chairperson (Wales) 2016/2017 & 2017/2018

Muhammad Idlan Haziq Abd Rahman
UKEC Regional Chairperson (South East) 2016/2018

With the help from UKEC Regional Chairpersons 2017/2018

CONTENT

1. Overview

The aim of this guideline is to act as a manual for Supreme Councillors to run their respective organisations. On top of giving a few examples on best practices or standard operating procedures that could be incorporated, a guideline on applying for funding from UKEC is also included. There will also be a clear description on the roles of Supreme Councillors in UKEC and how can they make the most out of it.

A description for the following content in the guidelines is as follows;

➤ <u>About UKEC</u>

A brief description on the establishment of UKEC as a student body in UK and the events or initiatives held by UKEC in the current year. This follows with the executive chart for UKEC as an organisation with specified details of each office present in UKEC.

➤ <u>Supreme Councillor's Role in UKEC (Legislative)</u>

A brief description on the role of the Supreme Councillor in UKEC which are mainly on the participation in motion debate during UKEC General and Ordinary Meetings and what to be expected from UKEC-SC relationship through the presence of Regional Chairperson in Supreme Councillors respective region.

➤ <u>Standard Operational Procedures for Organising Events</u>

A brief explanation on standard operating procedures (SOP) for event organisers. Important points in event's SOP are explained with detailed through our past experience in handling events and with expertise references.

➤ <u>High Commission of Malaysia in the UK and Northern Ireland</u>

Diagram showing the structure of High Commission of Malaysia in London, specifying respective people present in High Commision of Malaysia.

➤ <u>Sponsorship Procurement</u>

A detailed explanation on how should you execute sponsorship procurement for future events held under your Malaysian Society/Organisations.

➢ <u>Insights on Organising Malaysian Nights & Malaysian Games</u>
A detailed insights on how to handle Malaysian Nights and Games with specified task allocation and planning execution. The insights were collected from experienced people who once managed such events in the past, thus tailoring it down to help new Malaysian Society/Organisation who may be interested in such events.

➢ <u>Insights on Organising Malaysian Festivals</u>
A detailed insights on how to handle Malaysian Festivals with specified task allocation and planning execution. The insights were collected from experienced people who once managed such events in the past, thus tailoring it down to help new Malaysian Society/Organisation who may be interested in such events.

➢ <u>Ideas for New Events</u>
A brief list of new events ideas that could be taken up by interested Malaysian Society/Organisations.

➢ <u>Appendix</u>
Appendix are filled with template that might help Malaysian Society/Organisation on setting up future events. The list of templates given is listed in appendix content, and link to respective template documents are also available on respective documents.

2. About UKEC

United Kingdom and Eire Council of Malaysian Students (UKEC) is a national coalition of Malaysian Student Societies in the United Kingdom and the Republic of Ireland that represents over 18,000 students. It was founded in 1995 by the late Adlan Benan Omar, who was known to his peers as "the best Prime Minister that we never had". Back then, UKEC (initially known as United Kingdom Executive Council) was formed to change the landscape of student activism in the UK - from one that was partisan and a mere vehicle of the political masters in Malaysia - to one that promoted intellectualism, openness and the spirit of volunteerism.

Over the years, UKEC has matured and organised flagship events such as Projek Amanat Negara (PAN), Malaysian Student Leaders Summit (MSLS) and UKEC-GRADUAN The Malaysian Career Fair. Our mission is to contribute towards nation building by championing our brand of student activism, through community development, tackling brain drain, developing employability, strengthening unity and providing platforms for non-partisan intellectual discourse.

In terms of organisational structure, UKEC consists of the Executive Council and the Supreme Council. The Supreme Council comprises Presidents and Vice Presidents or another representative of Malaysian student societies that are based in the UK who can advocate as to how UKEC should run through legislative means. The Supreme Council is spearheaded by the President of Supreme Council who is also the Deputy Chairperson of UKEC. The Executive Council comprises of committee members who run the Council on a daily basis.
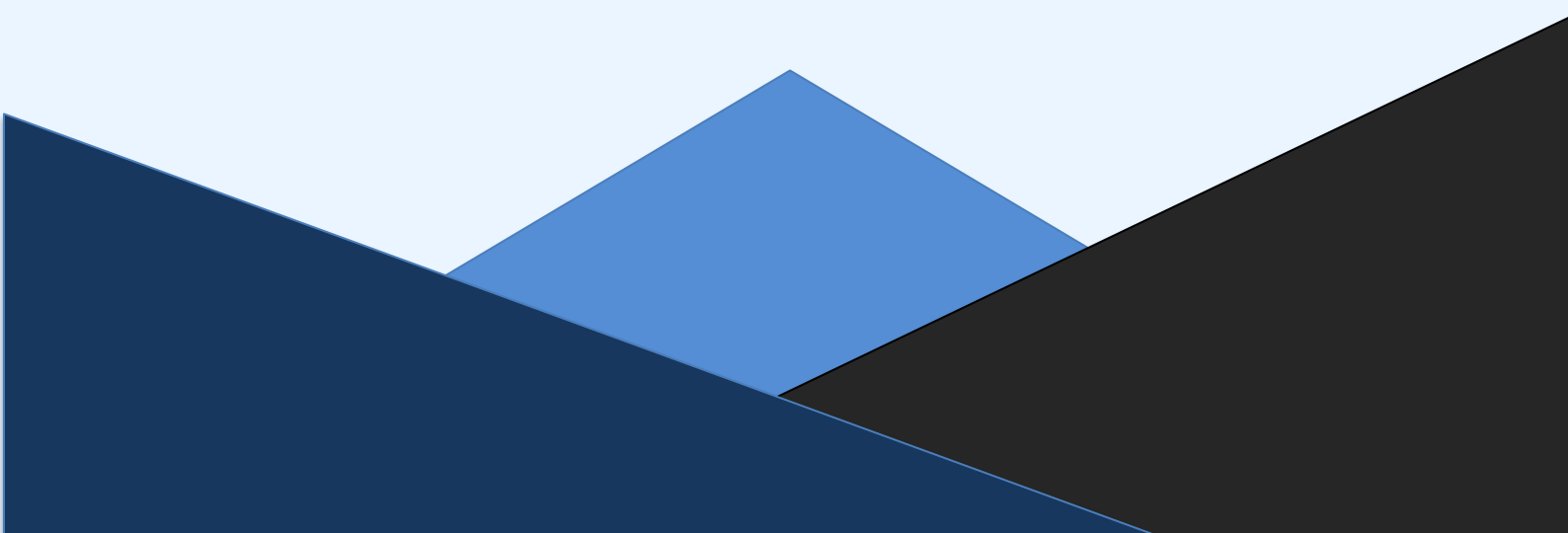
UKEC Executive Council Structure
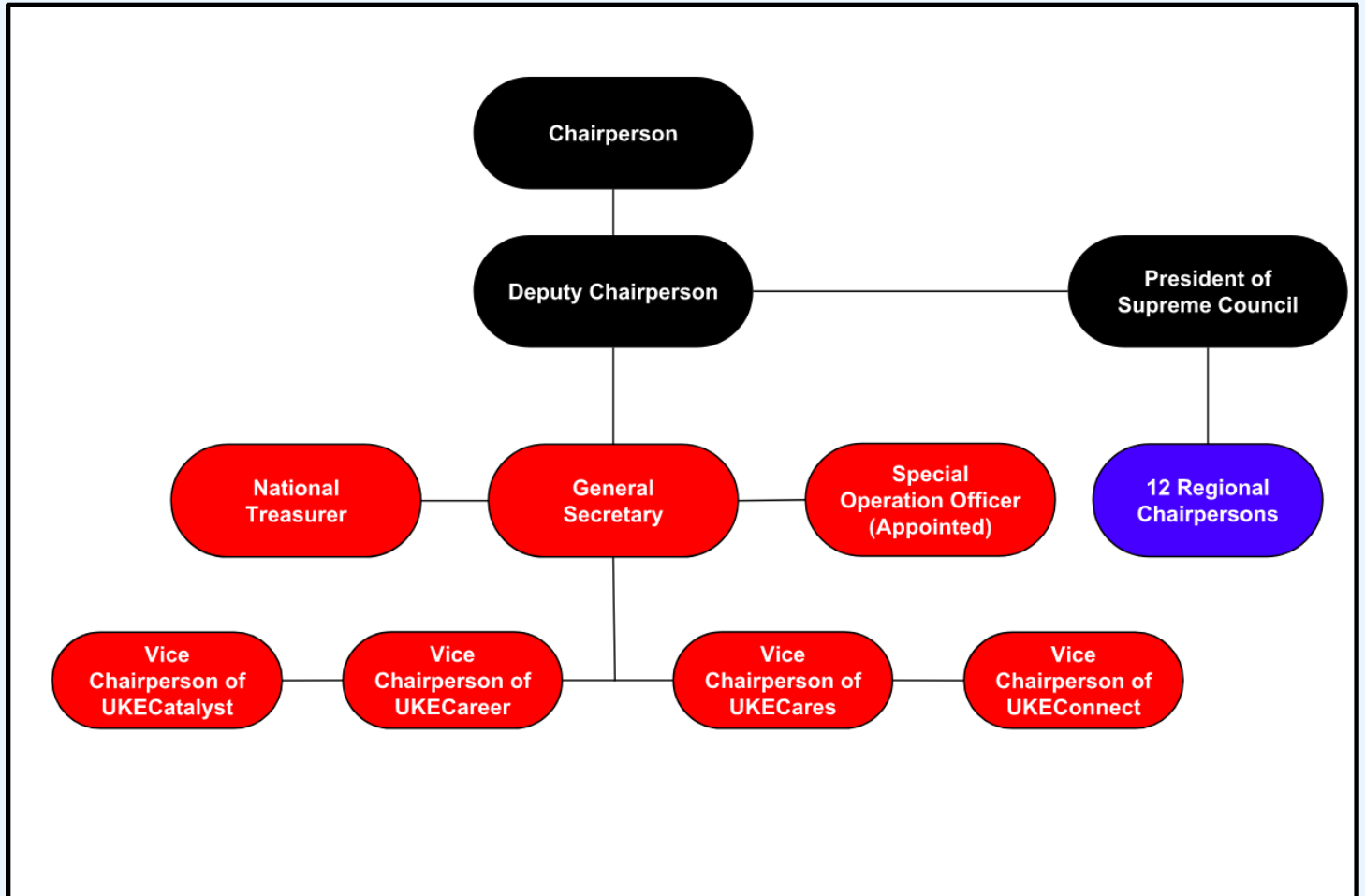
➢ The position for President of Supreme Council is also held by the Deputy Chairperson (dual position).

➢ For each position in the Executive Council of UKEC, there would be executives under each office except for Special Operations Officer.

➢ Special Operation Officer is appointed under the Chairperson/Deputy Chairperson's Office.
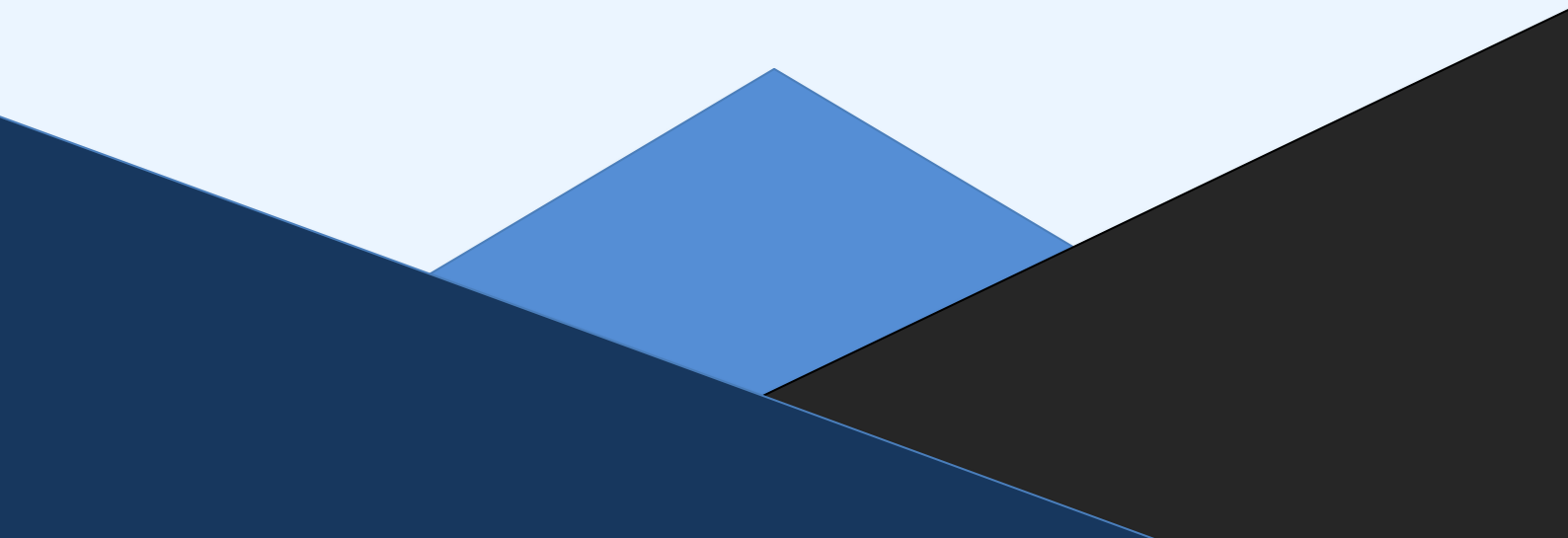
UKEC Platforms

These platforms are aimed to provide an avenue for Malaysian students to promote volunteerism, intellectualism, and student activism in the UK and the Republic of Ireland.

➢ A platform to promote your events - UKECommunity

UKECommunity is a rebranding of *Malaysiana UK* created for the public to promote their events. These events can range from Malaysian festivals, events, programmes and initiatives. All Supreme Councillors are eligible to post and advertise your own society's programmes as you wish. An example of an event that can be posted is Malaysian Night (MNight).

Link: http://tinyurl.com/UKECommunity

➢ A platform to gather/recruit volunteers - [i]MPACT Hub

UKEC [i]MPACT is a platform that assembles students who are interested to work on ad-hoc basis. Supreme Councillors can post about a recent project that requires any ad-hoc help and[i]MPACT Hub members will be able to reach out to you if they are interested in joining. Examples of events or activities that will require volunteers are UKEC Speaker Series (an event which hosts ministers, corporate figures or important figures from Malaysia visiting Malaysian students in the United Kingdom or Republic of Ireland).

Link: http://tinyurl.com/impactbyukec

➢ A platform to promote intellectual discourse - UKEConversations

UKEConversations is a forum which aims to encourage intellectual discourse amongst Malaysian students. Discussions are opened to members of the group who can publish posts on their opinions or also leave comments on other discussion posts. UKEConversations encourages healthy, collective discussions in an effort to not only improve one's own thinking and arguing skills, but to also educate other students on important issues.

Link: https://tinyurl.com/UKECommunity

3. Supreme Councillor's Role in UKEC (Legislative)

➢ **Participation in motion debate**
  ○ During Annual General Meeting (AGM) and Ordinary General Meeting (OGM), there will be a motion debate.

    ■ These motions can be submitted by the representatives of Malaysian Societies (MSoc) who are referred to as Supreme Councillors (SC), the UKEC Executive Council and the members of the public.
  ○ There are two types of motions that can be submitted:

    ■ Private motions - Motions associated with UKEC's operations. For example, **the inclusion of Malaysian Society of Teesside University in UKEC's Supreme Council.**
    ■ Public motions - Motions concerning issues that you think UKEC should take a stand or pursue. As an example, **UKEC-SCs engagement with UK youth-led organisations**

  ○ Only SCs can vote for/against these motions.

  ○ A form will be provided to all SCs who are interested in submitting a motion.

  ○ These motions shape the direction and the roles of the UKEC Executive Council for the upcoming term.

  ○ Each Malaysian Society (MSoc) will have **two (2) voting rights** as there are two (2) SCs from each MSoc, one of which must be the President of the MSoc. Usually, the representatives from each MSoc are the President and Vice President of the MSoc, but the second representative can be anyone from the MSoc high committee, for example, the External Relations Officer/Sports Director.

  ○ If the President of the MSoc is unable to attend the meeting, he/she shall nominate a committee member to attend on his/her behalf. A 'Letter of Nomination' must be sent to the UKEC Executive Council seven days before the meeting and it must contain the signature of the President.

➢ **Relationship with Regional Chairpersons (RC)**

○ Each region will have one Regional Chairperson and this person will act as a representative of UKEC in the region. Here is the link to the list of respective MSocs in each region.

  ■ RCs are the point of contact between UKEC and Supreme Councillors and will assist you where possible.

○ If the guests are flown in from Malaysia or are from the Malaysian Government for your event, please inform your Regional Chairperson. This is to ensure that all necessary authorities are informed regarding their attendance.

○ An example of the **Standard Operating Procedure** (SOP) for MSoc events' publicity:

  ■ First point of contact is the RC; provide him/her with details of the event **(date, time, venue etc)**

  ■ Then, the RC will pass the message/details to the UKEC General Secretary and/or Vice Chairperson of UKEConnect depending on what type of publicity is requested. (**Please refer below: What to expect from UKEC**)

○ Regional Chairpersons also have the task to support or organised regional events which include most, if not all, MSocs in the region such as Malaysian Festival, Sharing the Kindness charity event, joint sports/social event which are held at regional level.

➢ **Getting more publicity through UKEC (What to expect from UKEC)**

○ UKEC can help publicise MSoc events in 2 ways:

  ■ Email blast to all Supreme Councillors

  ■ Email blast through UKEC monthly newsletters

  ■ Post on UKECommunity on behalf of Supreme Councillors (this will prompt a notification for all members)

○ **Please be reminded** that SCs should check and book dates on the UKEC Calendar prior to finalising venue bookings to prevent any flagship events clashing.

➢ **UKEC Fund**

○ UKEC aims to empower Malaysian societies (MSocs) within the United Kingdom and Republic of Ireland fairly, regardless of the size of the society and their individual financial capability. UKEC acknowledges the difficulty in holding events of various scales and the difficulty in obtaining funding for those events. Through UKEC Fund, we hope to lighten the burden of MSocs financially.

○ It is in the best interest of UKEC, that MSocs are able to organise their respective events such as Malaysian Night (MNight), Malaysian Games or Malaysian Festival (MFest) successfully. Given the context however, it is important to note that the requests for the UKEC Fund will be reviewed on a case-by-case basis, due to the limited resources that UKEC has.

➢ **UKEC Rewards**

○ The **UKEC Rewards** is a system of monetary incentive given to Malaysian Societies with the highest proportion of Malaysian Society's members participation in MSoc/UKEC events. It is different from **UKEC Fund** as rewards are given according to the metrics, society classifications and correct procedures mentioned in UKEC Rewards Programme Framework. It is worth mentioning that the execution of the programme for the fiscal year is entirely up to UKEC.

4. Standard Operational Procedures for organising events

- Planning
- Preparation
- Execution
- Evaluation

➢ **Planning**

○ Establishing the Committee

Different Project Managers should be appointed for different events so that the experience of event management is shared amongst the MSoc committee. The Project Manager's duty is to oversee the whole event and to ensure that it is well-planned and executed. It is important for MSoc Presidents and Vice Presidents to follow-up on the event progress with the Project Managers.

For large scale events, do establish departments and appoint the heads from your members so that there is increased member participation and inclusivity. The departments needed vary depending on the type of event. Remember to appoint based on merit and on the person's capability. Do not appoint based on personal reasons. A good standard operational procedure would be to prepare a document which explains the objectives of your event, structure of your team, and responsibility of your team like this **link here or appendix (viii)**.

○ Agenda

Have a clear objective of the event so that you do not stray from the purpose. From that, you can develop a proposal on the event which includes objectives, target audience, budget and set a rough timeline of the event. Be very particular and do not overlook matters such as Prayer times, possible clashes with other events and class times. A meeting agenda matrix is also included at appendix vii as a framework for setting agendas that are urgent and important.

○ Audience

Keep in mind of your audience throughout the planning of the event. Make sure to catch their interest and make them want to attend. Mould the event to fit your target audience's time availability, interests, and venue reachability. If you are planning to target audiences from outside of your University, research on their timing availability and cooperate with other societies as necessary.
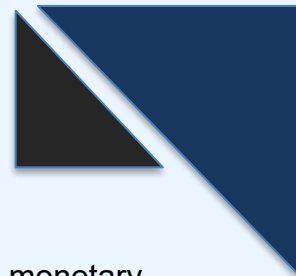
○ Budgeting

Discuss with the Treasurer, President and Vice President on the societies' monetary status. Be very realistic with budgeting and have a written budget plan. If the event treasurer and MSoc treasurer are two different individuals, the MSoc treasurer must review the event's monetary flow from time to time. At all times, the event departments should answer to the MSoc committee. A budget template can also be found through a **link [here](#) or in appendix (v**).

○ Date & Timing

Check with your Student Union calendar to ensure your events do not clash with any other events that might interest your audience. Be aware of the academic business of your audience. Avoid having an event when your audience are already too focused on their academics.

For large-scale events: Check with UKEC's calendar to ensure it does not clash with events from other societies in your region.

○ Venue

List down several venues for your event and compare. Factors to consider: Price, Capacity, seat arrangement (theatre, large space, movable chairs, etc), reachability and availability. Discuss with your committee and choose accordingly. Have several choices in case the venue is unavailable.

○ Special Guests

In cases whereby special guests or VIPs attend your event, prioritise their comfortability and appreciate their effort in contributing their time. Research on the protocol and salutations especially if your guests are of royalty or government officials. If the guests are flown in from Malaysia or are from the Malaysian Government, please inform your Regional Chairperson.

Some useful links on protocols include:

http://www.cikgushare.com/2016/02/senarai-lengkap-panggilan.html

https:/ /darswiki.bsp.ox.ac.uk/index.php?title=Malaysian_Honours_Titles

➢ **Preparation**

○ Chasing Responsibilities

Use applications such as Trello or Wunderlist to check on progress of tasks given. It is the duty of the Project Manager to check on your committee. If the task is not done well and on time, the event will be at stake. Refer to the checklist provided in this **link here or appendix (i)** and adjust accordingly based on the event.

○ Venue Booking

The venue should be booked as soon as the venue decision is made. This is top priority as it may take time to confirm the venue and it could be unavailable. For large-scale events, the venue should be booked 3-4 months ahead of the event date. For small-scale events, the venue should be booked 1-2 months ahead of the event date.

○ Marketing

The Marketing team or Media Officer must make sure members are aware of the event held. For small-scale events, create a Facebook event and post it on your page at least 1 week before the event. Email should also be blast out to your members as an official invitation.

For large-scale events, marketing plays a huge role in participation. Target your audience by efficiently placing advertisements. Use social media, have marketing competitions, and ask other societies to advertise your event. Do not hesitate to spend money in marketing where necessary e.g. Facebook post boost.

➢ **Execution**

○ Task Force & Action plan

Create a clear task force and action plan for your team to follow. A task force is a clear role division of the team which includes their responsibilities. An action plan is the event flow on the day of the event. An example of such is attached in the

link [here](#) or appendix (ii). However, a simple role allocation and event flow sent via Whatsapp would be sufficient enough for smaller events.Before the event, have a short briefing on the flow of the event and the roles of everyone. Any questions should be answered at this time and final checks are to be done on all aspects.

- ○ Time-keeping

Create a timetable of the event agenda and make sure the committee are aware. Be punctual regardless. A statement you give on time is a promise to your audience. If you break that promise, they will not take time seriously. Anyone having the floor (currently handling a session) should be aware of time. If a guest is invited to come to the front, there should be a way of indicating time to the guest. A4 placards and moderators can be used to indicate time for guests and VIPs while sound indicators (bells) can be used for debates, discussions or manifestos.

- ○ Communication

On the day of the event, clear real time communication is necessary between committee members. Use WhatsApp, Facebook Messenger or any other phone chat system. For voice, you can use Skype or Discord, but however keep the group small. Avoid unnecessary chatter, be concise and be clear.
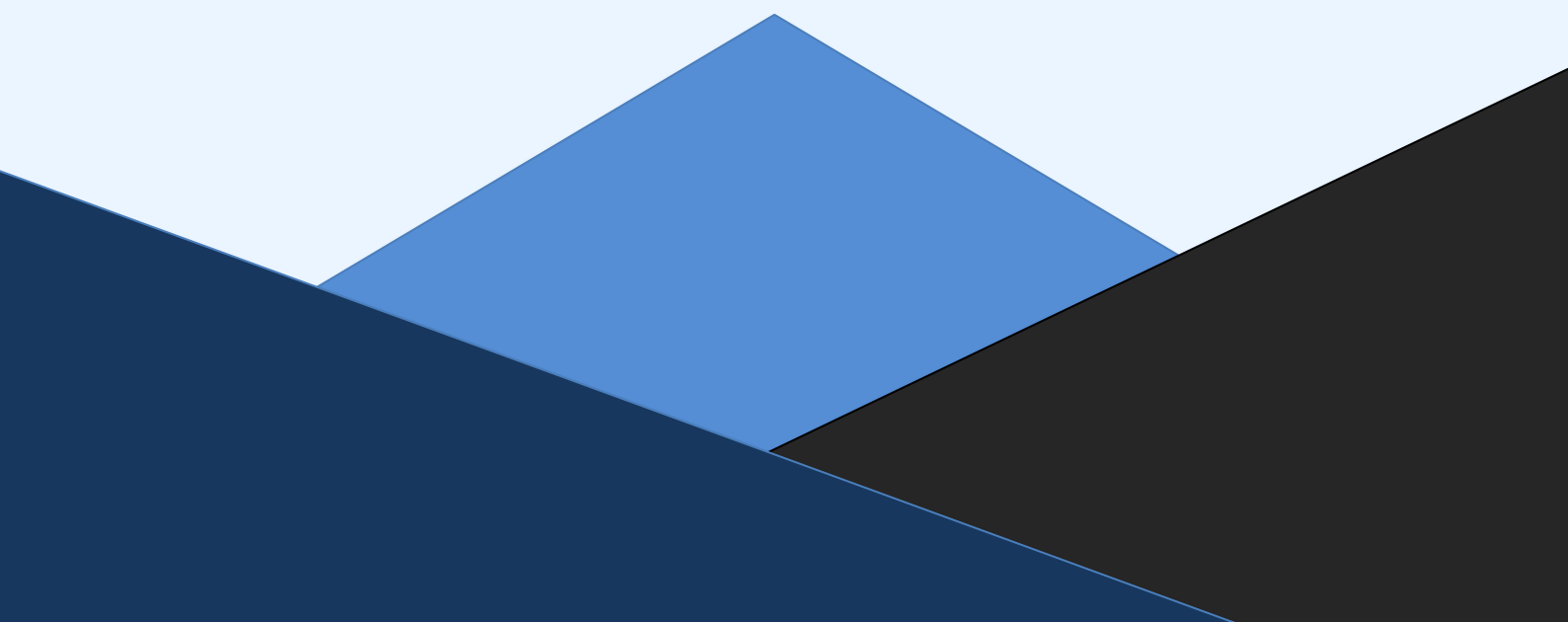
➢ **Evaluation**

○ Debrief

After the event, hold a short meeting to thank everyone and comment on clear errors made during the event. Give and take positive criticisms among the team members and celebrate!

○ Public closure

Email or post on your website or Facebook page thanking your audience for coming to the event. Do post official pictures of the event so they can reminisce the joy.

○ Feedback form

Create a simple Google Form or any other survey methods and pass them to your audience. Collect the feedback, review it with the committee and compile it for the next committee so that the event can be improved and held better.

○ Event report

At the end of the event, there should be a clear report written so that it can be presented during the AGM. For small scale events, 1-2 pages is enough. It should have a clear objective, the agenda with time, financial expenditure, future improvements, and overall conclusion of the event.

5. High Commission of Malaysia in the UK and Northern Ireland
High Commission of Malaysia

H.E. DATO' AHMAD RASIDI HAZIZI
HIGH COMMISSIONER

MRS. NORMAH RAHIM
PA to High Commissioner

Organization Chart of the
High Commission of Malaysia
London, United Kingdom
as of September 2016

MR. MOHD SUHAIMI JAAFAR
DEPUTY HIGH COMMISSIONER

MS. ELLY NAZLIN TAJUDDIN
PA to Deputy High Commissioner

POLITICAL

MR. MOHD HADRIZAMMI MUSTAFA
Counsellor

MR. RIEDZAL ABDUL MALEK
Counsellor (Multilateral Affairs)

MRS. HILYATI SALWA SHOKRI
First Secretary (Political)

MRS. NUR HERZAZZILA GHAZALI
Second Secretary (Bilateral Affairs)

MRS. KAMSIAH MUHAMMAD
PA to Minister Counsellor

DEFENCE

BRIG.GEN.DATO' HJ KAMAROL FAUZI MOHD SAID
Defence Advisor

LT. COL. AHMAD RASHIDI ITHNIN
Assistant Defence Advisor

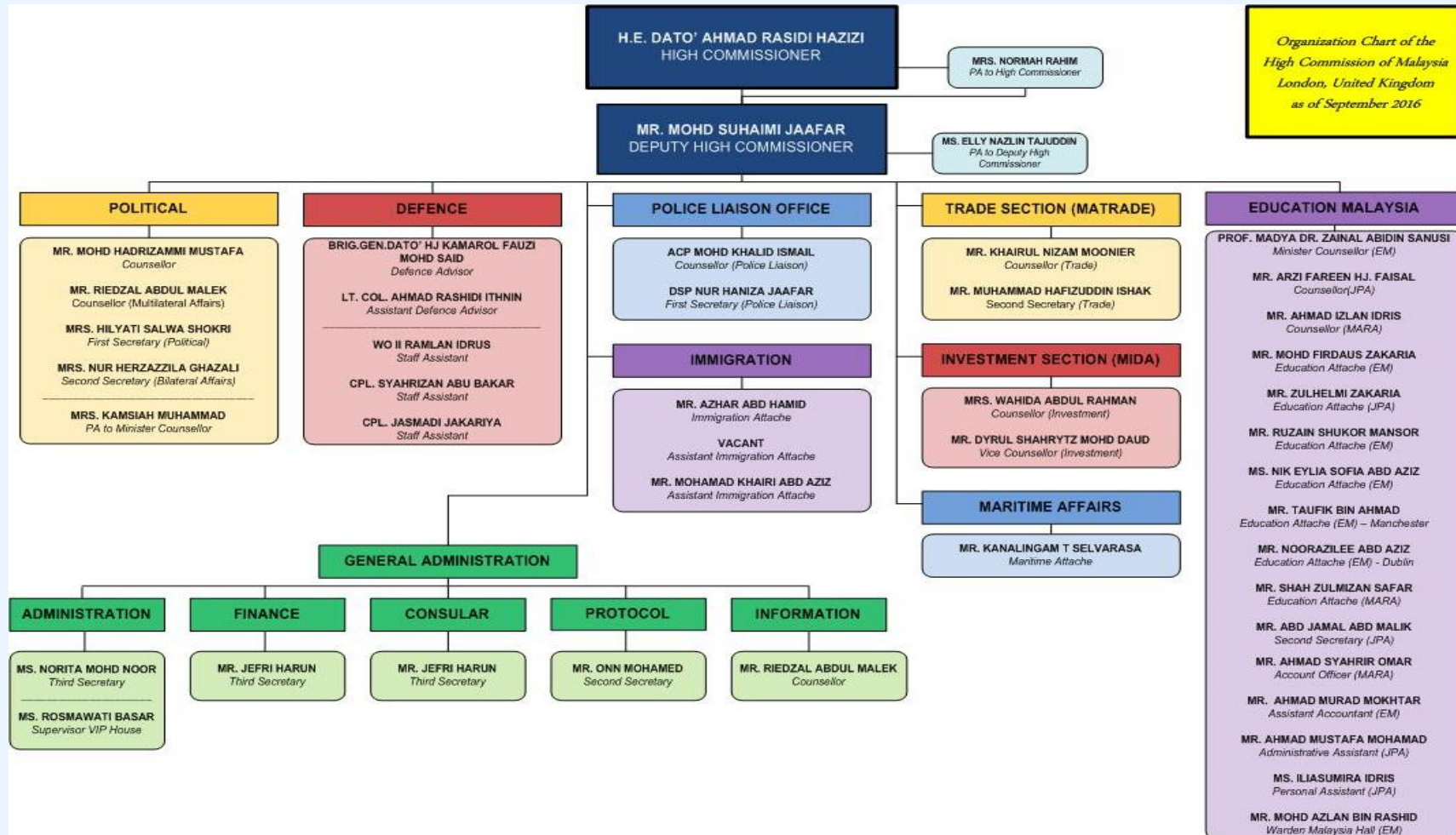WO II RAMLAN IDRUS
Staff Assistant

CPL. SYAHRIZAN ABU BAKAR
Staff Assistant

CPL. JASMADI JAKARIYA
Staff Assistant

POLICE LIAISON OFFICE

ACP MOHD KHALID ISMAIL
Counsellor (Police Liaison)

DSP NUR HANIZA JAAFAR
First Secretary (Police Liaison)

IMMIGRATION

MR. AZHAR ABD HAMID
Immigration Attache

VACANT
Assistant Immigration Attache

MR. MOHAMAD KHAIRI ABD AZIZ
Assistant Immigration Attache

TRADE SECTION (MATRADE)

MR. KHAIRUL NIZAM MOONIER
Counsellor (Trade)

MR. MUHAMMAD HAFIZUDDIN ISHAK
Second Secretary (Trade)

INVESTMENT SECTION (MIDA)

MRS. WAHIDA ABDUL RAHMAN
Counsellor (Investment)

MR. DYRUL SHAHRYTZ MOHD DAUD
Vice Counsellor (Investment)

MARITIME AFFAIRS

MR. KANALINGAM T SELVARASA
Maritime Attache

EDUCATION MALAYSIA

PROF. MADYA DR. ZAINAL ABIDIN SANUSI
Minister Counsellor (EM)

MR. ARZI FAREEN HJ. FAISAL
Counsellor(JPA)

MR. AHMAD IZLAN IDRIS
Counsellor (MARA)

MR. MOHD FIRDAUS ZAKARIA
Education Attache (EM)

MR. ZULHELMI ZAKARIA
Education Attache (JPA)

MR. RUZAIN SHUKOR MANSOR
Education Attache (EM)

MS. NIK EYLIA SOFIA ABD AZIZ
Education Attache (EM)

MR. TAUFIK BIN AHMAD
Education Attache (EM) – Manchester

MR. NOORAZILEE ABD AZIZ
Education Attache (EM) - Dublin

MR. SHAH ZULMIZAN SAFAR
Education Attache (MARA)

MR. ABD JAMAL ABD MALIK
Second Secretary (JPA)

MR. AHMAD SYAHRIR OMAR
Account Officer (MARA)

MR. AHMAD MURAD MOKHTAR
Assistant Accountant (EM)

MR. AHMAD MUSTAFA MOHAMAD
Administrative Assistant (JPA)

MS. ILIASUMIRA IDRIS
Personal Assistant (JPA)

MR. MOHD AZLAN BIN RASHID
Warden Malaysia Hall (EM)

GENERAL ADMINISTRATION

ADMINISTRATION

MS. NORITA MOHD NOOR
Third Secretary

MS. ROSMAWATI BASAR
Supervisor VIP House

FINANCE

MR. JEFRI HARUN
Third Secretary

CONSULAR

MR. JEFRI HARUN
Third Secretary

PROTOCOL

MR. ONN MOHAMED
Second Secretary

INFORMATION

MR. RIEDZAL ABDUL MALEK
Counsellor

6. Sponsorship procurement

➢ The committee is to provide a proposal/sponsorship pack. The pack should include:

  ○ Overview of the society/event you are requesting sponsorships for. This section should explain who you are, your core activities and optionally, your committee members.

  ○ Objectives/aims of the society/event. When choosing companies/organisations to request sponsorships from, it would be best to ensure their values are streamlined to yours.

  ○ Selling points, i.e. reasons why the companies/organisations should sponsor your society/event. Explain what you can offer to them, how you can add value to their company/organisation. If possible, provide analytics/ statistics on your marketing reach and demographics of your audience/stakeholders who may benefit them.

  ○ Sponsorship packages. Ensure that the amount of money they are paying reflects the different benefits they can get, e.g. networking opportunities, brand awareness, advertisements, displaying their logos on your website/marketing collaterals and sponsor credits in your posts/speeches.

  ○ Method(s) of payment. Provide your bank/account details.

  ○ All the documents prepared should be proofread and designed accordingly before being sent out.

➢ Prepare a cover letter to accompany the sponsorship proposal. This should be addressed to the CEO/CFO/company representative you have made earlier contacts with. The letter should be an official letter, and it would be best for you to have your society's letterhead on it. This letter should have a short introduction of your society and the intention of your writing.

➢ When sending the sponsorship proposal, you may send the physical copy/email to the CEO/CFO/company representative's office. Attach the cover letter and sponsorship proposal.

➢ Make sure you follow up on your emails/letters.

7. Insights to organising Malaysian Night and Malaysian Games

➢ **Committee Structure**
  ○ Setting up a well-structured committee structure for Malaysian Nights (MNight) and Malaysian Games will help both events to be executed better.
  ○ The following key committees are recommended for MNight:
    ■ Producers
    ■ Directors (Performance, Scriptwriting, Choreograph, etc.)
    ■ Stage Managers
    ■ Technical Director
    ■ Artistic Director (Makeup, Set Designer, etc.)
    ■ External Directors (Sponsorship, Marketing, Logistic, Protocol, Box Office, etc.)
  ○ The following key committees are recommended for Malaysian Games:
    ■ Sport Director
    ■ Logistic
    ■ Marketing
    ■ Infopack
    ■ Food festival
    ■ Handling of VIP
    ■ Sponsorship
    ■ Volunteers
    ■ Registration
  ○ Setting up the committee does not need to be in a similar shape as proposed above, but it may act as a guideline for you to progress.
  ○ Volunteers can be outsourced if the event so requires it.

➢ **Fundraising**
- Fundraising for MNight and Malaysian Games can come in the form of sponsorships or special initiatives.
- Sponsorship for MNight
  - Current sponsors for MNight among Malaysian Societies vary from local Malaysian companies and restaurants around Malaysia and UK.
  - One definite way of standing among the rest is to portray enthusiastic approach and a creative way of portraying Malaysia in performances.
  - The following ways on securing a better sponsor for MNight can be taken from point 5 (Sponsorship Procurement).
- Sponsorship for Malaysian Games
  - Funding can be found in the form of sponsorships. Sponsors that are related to sports are likely to attract more success as opposed to more general sponsors. Refer to point 5 (Sponsorship Procurement) for ways to secure better sponsors.
- Other fundraising methods for Malaysian Games
  - These fundraising methods may come in the form of selling jerseys, bake sales etc.
  - Additional funds can be requested from UKEC. Kindly refer to Regional Funding Policies.

➢ **Payment**
- Payment for the games should be made into the bank account of the Malaysian Society, if it exists and if not, the relevant procedure of payment must be provided.
- Funds should not be mishandled and the treasurer or person in charge of the money should keep a close eye on the amount of money going in as well as ascertaining who has and has not paid.

- ➢ **Contact Points**
  - ○ Useful contact points for MNight to help with execution:
    - ■ En Zulkifli Ab Rashid - Dean, Faculty of Arts and Cultural Management ASWARA (zulrashid@aswara.edu.my)
  - ○ For Malaysian Games, it is recommended for the committee to include the following contact points for students in infopacks distributed:
    - ■ Contact details of committee or a contact point for students to send direct inquiries.
    - ■ Emergency services such as police, ambulance etc.

- ➢ **Action Plan and Task Force**
  - ○ An action plan and task force is important to ensure that the event goes smoothly on the day itself. For an example of an action plan and task force, kindly refer to the **appendix (ii) and (iii)**.

- ➢ **Directions**
  - ○ Ensure that participants are clearly informed of the directions to the venue of the event.
  - ○ Signs to the venue should be shown clearly for students to easily navigate to and around the place.
  - ○ A full address of the location should be included in all publicity posts on social media.
  - ○ Committee members can share the location of the venue on Facebook or other social media so that participants can easily find the location on Google Maps or on any other relevant apps.

- ➢ **Other important information for MNight:**
  - ○ On making a better impact for MNight, a better understanding on the term 'Malaysian Night' indication is needed. UKEC believe that the definition of MNight may vary and be subjective among producers, and it may inflict problems towards the projection of MNight.
  - ○ Settings of MNight should consider the following stances;
    - ■ Cultural Exposure
    - ■ Malaysian Ethnic Diversity

- History of Malaysia
- Folk Stories and Mythology
- Engagement-wise

- The presence of MNight can act as a bridgeway for Malaysian to indirectly engage with locals and internationals regarding the essence of being a Malaysian.

➢ **Other important information for Malaysian Games:**
  - Games
    - The list of games should be provided within the information pack indicating what games are available for people to participate in.
    - Committee members can include traditional games such as congkak and Batu Seremban, or modern games like e-sports, or carnival games like three-legged race and potato sack race to ensure full participation for all participants.
  - Registration
    - Ensure that registration point and registration links are publicised appropriately to all participants.
    - It is recommended that the deadlines and all relevant details of registration should be shared on social media e.g. the Facebook group/page of the Malaysian Society as well as sharing out the information to the committees of other Malaysian societies.
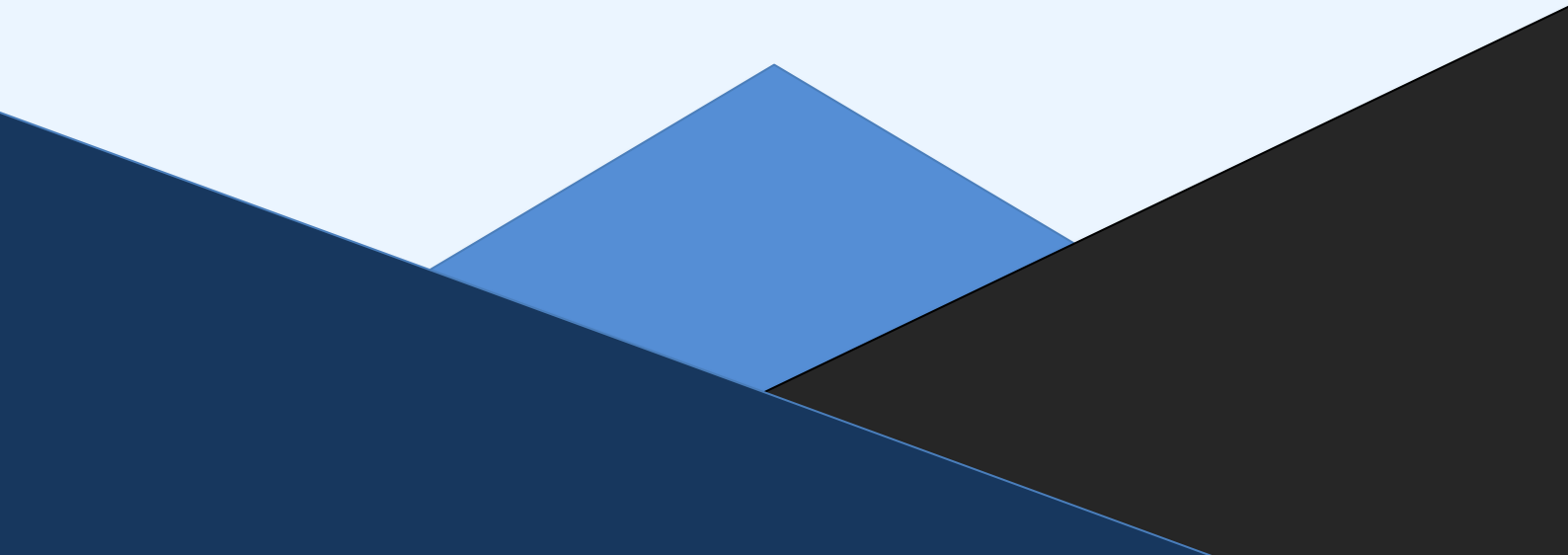
8. Insights on organising Malaysian Festivals

➢ **Purpose Of Malaysian Festivals**

- The main purpose is to spread Malaysian culture. Festivals can be held in many different forms such as a food festival, culture festival, religious festival and etc.

- Here is a list of possible festivals:
  - Chinese New Year (February)
  - Hari Raya Aidilfitri
  - Malaysia Day
  - Christmas (December)
  - Wesak Day
  - Harvest Festival
  - Hari Gawai (June)
  - Deepavali (November)
  - Hungry Ghost Festival

- Due to time constraints, most Malaysian Societies can only have a few event. The academic calendar is restrictive and events are usually centred on popular Malaysian holidays such as Hari Raya, Deepavali and Chinese New Year. All Malaysian societies are encouraged to have their own Malaysian Festivals. Not only it will serve the purpose of spreading our culture, it also can be the platform to generate income for the respective Malaysian Society.
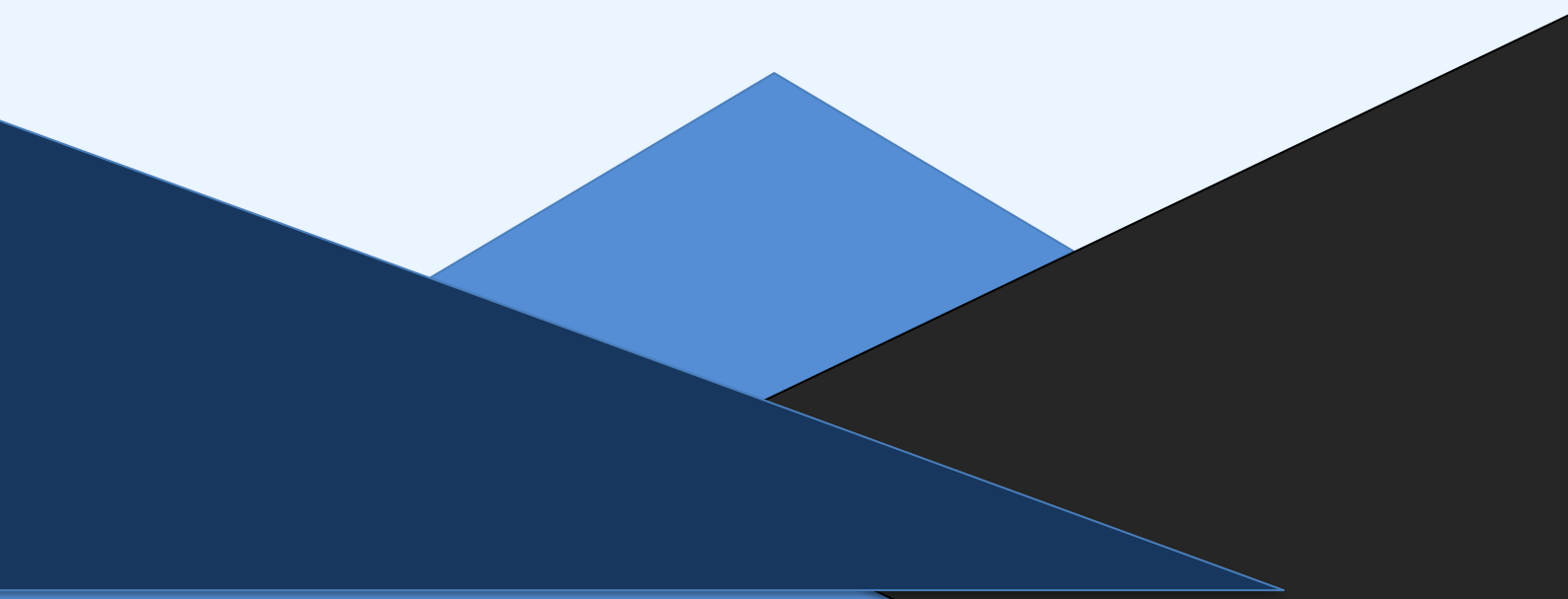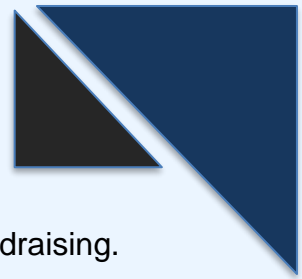
➢ **Funding**

There are several ways of getting funds whether it be from a sponsor or fundraising.

- ○ UKEC Regional Fund
  - ■ Every year UKEC will provide some amount of fund for each region. This fund is provided to serve our duty as the umbrella body of Malaysian societies. The criteria or guidelines on applying for this fund are provided. Liaise with the regional chairperson of your region as they can help you with it.
  - ■ Regarding regional funding, it also can be refer to the regional funding policies in point 4 under Supreme Councillor's Role in UKEC.

- ○ Sponsor from local company
  - ■ There are some sponsors from Malaysia itself that are willing to sponsor such as Brickfield Asia College (BAC), Ministry of Tourism, etc.

- ○ Sponsor from local shops
  - ■ The common way is by approaching local shops nearby the university. A recommended method of approaching a nearby restaurant is by giving them an offer to advertise their brand. Sponsorships can be obtained in terms of funding or goods.

- ○ Fundraising
  - ■ The other way is by fundraising. Smaller Malaysian Societies are encouraged to partake in fundraising. Making something as simple as selling cakes, biscuits, waffles, and Malaysian Foods to local community or University Students. It may not seem very convincing but believe it or not there is a Malaysian society that manage to get £1200 by fundraising in one semester by just selling food once per month.
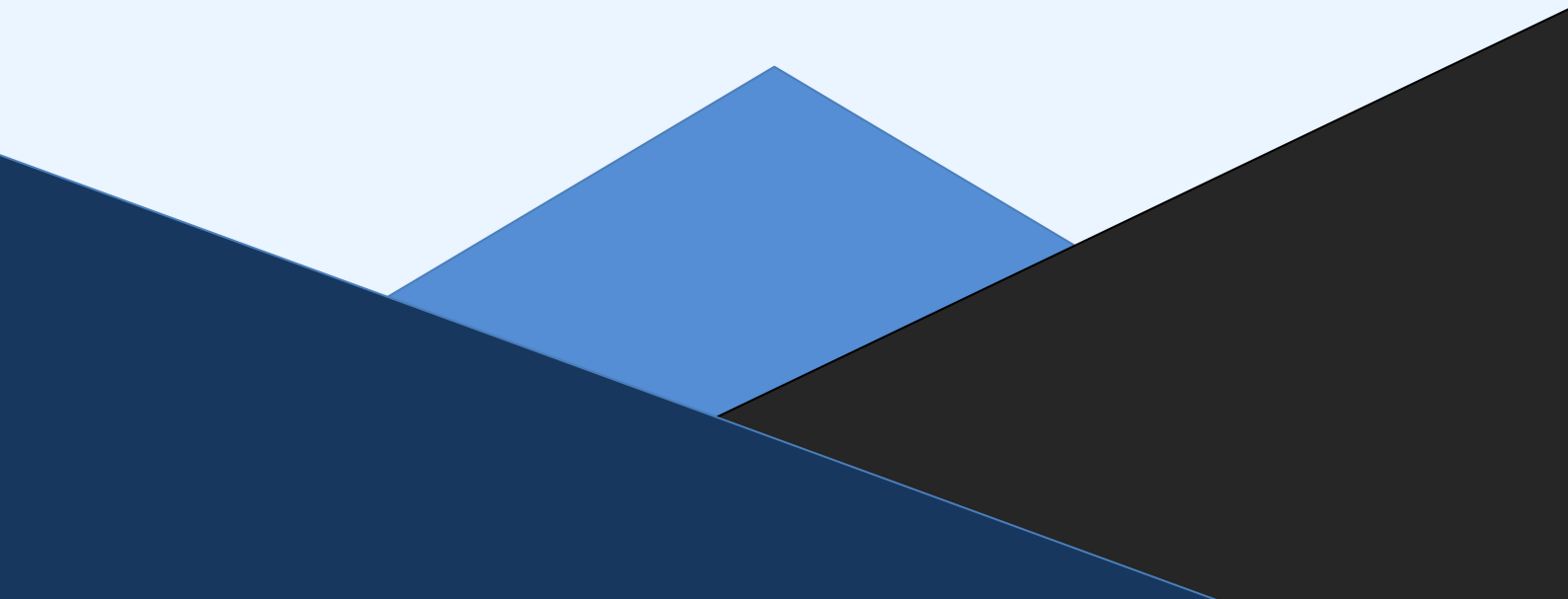
➢ **Manpower or Task**
○ Recruiting Volunteers
  ■ This can be done through Google Forms. Alternatively, we have a Facebook group named [i]MPACT Hub by UKEC which can be used to recruit volunteers.
  ■ The most effective way to gain volunteers is to promote on social media. Committee members can incentivise students to volunteer by providing certificates or t-shirts.
○ Departmentalisation
  ■ In order to ensure that the festival is executed smoothly, MSocs are encouraged to departmentalise.
  ■ The committee members that are recommended of having are as the following:
    ● Directors
    ● Marketing Team
    ● Food and Beverages

➢ **Action plan and Task force**
○ Having action plans and task forces can be useful for MSocs to ensure that tasks are allocated accordingly and the event goes smoothly.
○ Kindly refer to appendix (ii) and (iii) for an example.

➢ **Directions**
○ Directions to the venue of the event can be very useful and are required for students who come from different universities or places.
○ There are a few ways of providing direction:
  ■ By Google Maps, Citymapper or any other relevant apps.
  ■ Directions from nearby transportation such bus stations, train stations, etc.
  ■ Directions from the university.
  ■ Directions from any landmarks.
  ■ Providing the picture of the venue and place or any landmark near it.
  ■ Providing the full address of venue in the infopack.

➤ **<u>Other important things to note:</u>**

○ Research on venue specification, limitations, restrictions and policies ahead before venturing towards venue booking.

○ Food served should be certified Halal.

○ Allow only registered stalls to sell food.

○ Recommended to serve chicken as it easen the issue of non-beef eaters in the event.

9. Ideas for new events

- **<u>Cultural events</u>**
  - Sketch competition (pentas sketsa)
  - Arts exhibition
  - Writing/poetry competition
  - Inter-society traditional dance competition
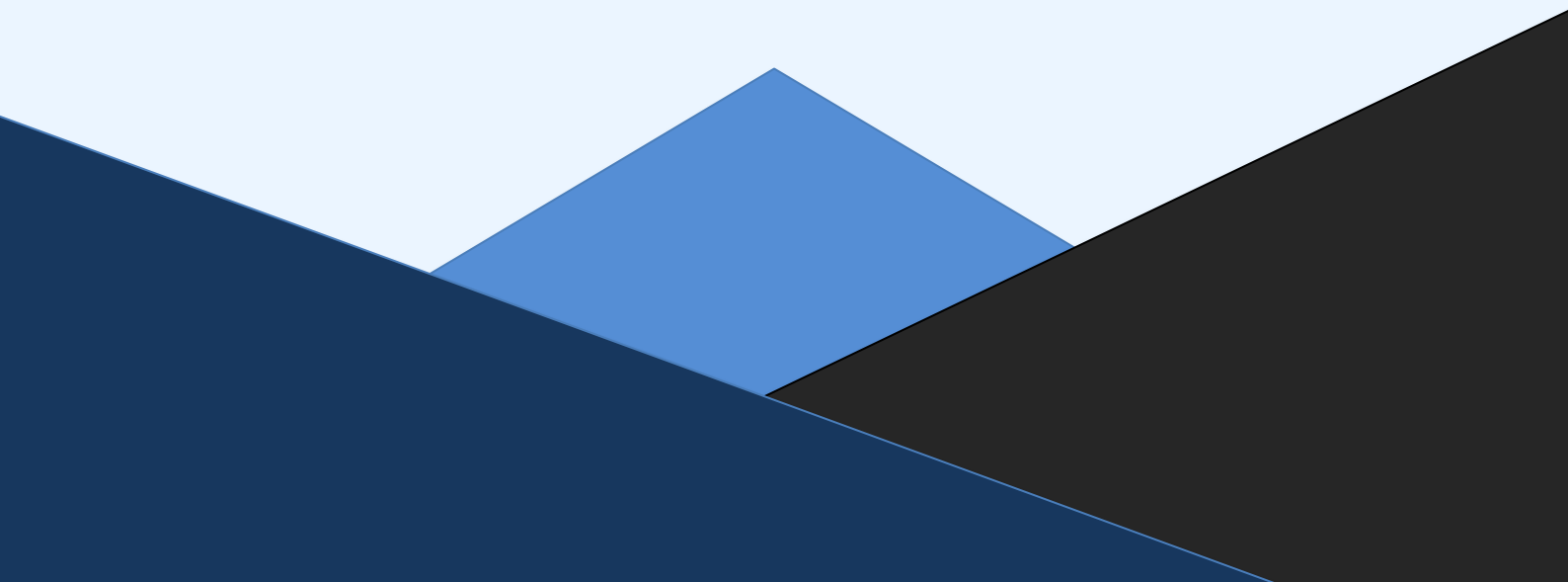 - Eating/cooking competition

- **<u>Intellectual events</u>**
  - University challenge (quiz)
  - Ted-style talk
  - Pecha Kucha format
  - Unconference format

- **<u>Sports events</u>**
  - Traditional sports competition (sepak takraw, baling selipar etc)
  - Traditional games competition (congkak, galah panjang etc)
  - Regional Hiking

- **<u>Social events</u>**
  - City tour
  - Battle of the Bands

10. Appendix

The following templates can be obtained by clicking the respective documents below. The template can be altered to fit your events. Templates are prepared by UKEC to ensure a smooth transaction and execution process on respective parts in events planning and execution.

List of the following document's template in appendix are as follows;

No.	Documents	Link
i.	Event Checklist	(https://goo.gl/RCGWdQ)
ii.	Event Task Force Template	(https://goo.gl/jRn9GR)
iii.	Event Action Plan Template	(https://goo.gl/azx7nA)
iv.	Event Sponsorship Proposal Template	(https://goo.gl/ZmhZir)
v.	Event Budgeting Template	(https://goo.gl/gBtc4y)
vi.	Invitation Letter to the High Commissioner of Malaysia to the UK and Northern Ireland Template	(https://goo.gl/exn5VZ)
vii.	Meeting Agenda Matrix	(https://goo.gl/UuxHkh)
viii.	Future Plan for Office/Event Template	(https://goo.gl/U6xpJ3)
ix.	Event Marketing Timeline Template	(https://goo.gl/n46mML)