



**Internship Report
Asian Overland Service (AOS)
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Kuala Lumpur impressed me by its famous edifice, the Petronas Twin Towers, the tallest twin building in the world. It's my honour and pleasure to spend this winter in a tropical area and enjoy myself in such a beautiful Muslim country.

This month at AOS, I am working in the MICE department. Miss Jessica Tan is my mentor and she assigned me to the projects 'KL Vision 2011' and 'ICSAS11'.

For 'KL Vision 2011', my task is to focus on the registration, airport transfers and tours. When delegates, exhibitors, speakers register on the related conference website, their information will be transferred to the intranet system and we can track it by our EventPro to arrange their trips. The internal software-EVENT we use is an integrated system. It can combine the entire registration unit into one system and create receipts, invoices, and confirmations automatically, which makes the management more convenient. AOS provides two choices for the airport transfer- private car or a seat on a coach. There is also different half day, full day, pre-post tours prepared for participants to experience unique local culture. KL Vision will be held in February, and now is the busiest time for the team. I am quite looking forward to it.

For 'ICSAS11', I support Sophie for the marketing related tasks. I design email blasts and send them weekly. Since the conference will be held on Kuching, Sarawak, I need to use colourful pictures and words to attract people's attention. As the conference focuses on the Chinese market, I also help to revise the Chinese version of the brochure and announcements.

AOS has a lot of experience organising huge conferences such as last year's World Congress of Accountants 2010 which invited 6,000 delegates and 100 speakers. Usually the number of delegates is around 1,500-2,000. It is quite a large number that needs to be organised. In addition to the delegates, there is a large amount of accompanying people and exhibitors. Rumour has it that next year there is a super conference which will attract 5,000-8,000 delegates.

AOS have a tradition of holding a monthly luncheon, all staff are invited to have lunch provided by the company. Mr. Anthony Wong, the leader of the management team gives

a speech to all employees. It's a good feeling to share delicious food and enjoy talking with colleagues and management. January's luncheon is on the date of Mr. Wong's birthday, and every month they prepare cakes to celebrate the staff birthday.

Exhibitions here have different meanings and functions because of the orientations of the conference. An exhibition is recognised as an attachment to the conference and works more as a sponsorship. This is quite different from the exhibition-oriented event, where the conference is treated as a social programme. In this case, the focus is on the delegates and their abstracts. And the clients are usually the scientific associations. The conference industry in Malaysia is well developed.

There are also many interesting things out of the office. Andy and Wasim are still living in this apartment and I share a room with a Dutch girl Marloes. She has been in Kuala Lumpur (KL) for about five months, and even knows more than a KL citizen. We almost do everything together. As two foreigners, we are interested in discovering unique culture and quite curious about this multi-ethnic country, from local food to people's attitude to marriage. And tasting delicious food is also our daily pleasure, the place we live is about a ten minute walk to the office, and there are many restaurants around the office. Usually, one meal costs about one or two Euro.

Another characteristic of this country is that they have many public holidays, since every race has their own habits and festivals. In the holiday of Thaipusam, Andy took us to the Batu Cave to join the Indians' festival. The way of their celebration surprised us quite a lot. Millions of people went there on that special day. I admire their spirit even though I do not share their belief. It is their faith that enables them to reach the highest temple after long treks. I also had a very nice Chinese New Year here. Wasim's colleague Miss Yap invited us to join their family dinner. All of them wore traditional clothes on the first day and ate a vegetarian meal as the first meal.

I like this energetic company and this diversified city. Many thanks to IMEX and AOS for giving me this opportunity to have such a unique experience. Malaysia is a magic country and I have learnt a lot from this internship.