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FBM Highlights

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The 3rd Asia Pacific State of the Art Events Research Conference (APSARC) : A Historic Gathering at Fraser's Hill



In the heart of the picturesque Fraser's Hill, the 3rd Asia Pacific State of the Art Events Research Conference (APSARC) brought together industry leaders, scholars, and students from across the region. Held from May 24th to 26th, 2024, the conference hosted a range of dynamic activities, including keynote speeches and dialogue sessions featuring international speakers, insightful industry talks and workshops led by Malaysia's top event professionals, and engaging parallel sessions.

A highlight of the event was the Grand Dinner and Closing Ceremony on May 25, 2024, at Shahzan Inn Fraser's Hill. The evening was graced by Professor Dr. Firdaus Abdullah, Dean of FBM, who officiated the closing ceremony and presented awards for Best Presenter and Best Paper. Against the backdrop of Fraser's Hill's serene beauty, participants celebrated achievements and built lasting connections. The conference, organized by Semester 3 students of BA236 Bachelor Degree in Event Management, was a true testament to collaboration, generously supported by key sponsors such as Tourism Pahang, APIEM, Eventive World, Evenesis, and many others.

It was an unforgettable event filled with learning, recognition, and camaraderie, marking another milestone for the Asia Pacific Institute of Events Management (APIEM) and the future of event research.

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