BERITA

29/05/2025 / MUHAMMAD HAFIZI ZAMRI



Kuala Lumpur, 15 May 2025 – 33 students from the Bachelor of Business Management program, specializing in Event Management, embarked on an academic visit to the World Trade Centre Kuala Lumpur (WTCKL) on 13 May 2025. This visit was organized as part of their learning experience for the subject EVM510: Event Business and Technology. The students were accompanied by Mr. Muhammad Hafizi Zamri, their lecturer from the Faculty of Business and Management at UiTM Puncak Alam, Selangor.

The purpose of this visit was to align with the learning outcomes of the course, offering students valuable insights into the real-world applications of event management and technology in business settings. The visit was not only informative but also interactive, allowing students to engage directly with professionals in the industry.





The group was warmly welcomed by a team of energetic event personnel led by Mr. Mohd Rizan Mohammad Salleh, the Director of Sales & Events at WTCKL. Their hospitality and detailed presentations provided students with a deeper understanding of the event

management process, from planning to execution, as well as the technological tools used in the industry today.

This academic visit was a significant opportunity for the students to connect classroom learning with industry practices, gaining first-hand experience in one of the premier event venues in Malaysia.

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