EXECUTIVE SUMMARY

TITLE	:	Mentoring Programme for Malaysia Virtual Experience (MyVXp) 2.0
OBJECTIVES	:	To seek approval on the cost to coach and develop Malaysia Virtual Experience (MyVXp) for tourism industry under TPN initiative T5: Align marketing strategy on targeted market segment
EXPECTED DELIVERABLES	:	1000 virtual experiences to improve productivity of tourism industry players, assist businesses to generate income via online outreach and product upselling
PROPOSED PROJECT TIMELINE	:	July – October 2020
ALLOCATION	:	RM320,000.00
BUDGET	:	SPN-Tourism
Comments/ Signature by PCT	:	
Comments/Signature of Accountant	:	

MALAYSIA PRODUCTIVITY CORPORATION (MPC)
INFORMATION PAPER FOR BOARD OF MANAGEMENT (BOM)

1.0   Purpose

To seek approval from MPC Board of Management (BOM) on the cost to execute mentoring programme for Malaysia Virtual Experience (MyVXp) 2.0 under TPN initiative T5: Align marketing strategy on targeted market segment as outlined in Malaysia Productivity Blueprint (MPB), with the estimated cost of RM320,000.00 utilising the SPN-Tourism budget.

2.0   Background

2.1   Malaysia Virtual Experience or MyVXp is the latest initiative by Tourism Productivity Nexus (TPN), fully supported by MPC, in addition to TPN's other programmes since the beginning of MCO i.e. Knowledge Enhancement Webinar Series (TPN KEWS), Tourism Virtual Summit (TPNViTs), Tourism Virtual Advisory Clinic (T-VAC). These programmes leverage technology in its preparation, execution, and delivery.

2.2   Insights from TPN programmes, it has developed TPN 5R to Reset Tourism comprising the following:

       i.   Reinvent product;
      ii.   Research target market;
     iii.   Remodel marketing and promotion;
     iv.   Ride on technology; and
     v.   Recalibrate the industry.

2.3   MyVXp model are inclusive of elements from TPN R1 to R4 in TPN's **5R To Reset Tourism** – features online experience packages featuring attractions, destinations, and tourism products in Malaysia that aims to amplify the new normal of experience tourism – the virtual travel – the virtual tourist. It transforms offline attractions / products into online delivery. The model leverages technology in managing the disruption in the industry and this fits very well with MPC and TPN efforts in maximising technological tools and digitalisation to enable and catalyse productivity growth and rebuild the industry from the impact of C19.

2.4   The model is also expected to be one of the marketing tools to upsell tourist attractions and destinations once tourist activities commence.

2.5   MyVXp will assist industry players to embrace the new normal in tourism industry, upskill their capacity and capability in product development and innovation, and give the public the choice to experience destinations and attractions virtually.

2.6   The pilot stage has developed a total of 7 virtual experience hosts with more than 10 virtual showcases.

2.7   TPN will commence with mentoring programme starting July 2020 to develop and coach target of 1000 mentees / tourism products / tourism companies for them to be able to generate income through virtual experience and later gain more customers at their physical tourism sites.

2.8   An estimated budget of **RM320,000.00** is required to execute mentoring programme for Malaysia Virtual Experience (MyVXp) 2.0 from July – October 2020 and to develop 1000 virtual experience showcases.

3.0   Objectives

3.1   To mentor and coach selected industry players / product owners that are ready to transform from offline to online tourism experience;

3.2   To increase productivity of tourism industry, assist industry players to generate income via online outreach and upselling of products; and

3.3   To facilitate tourism industry capacity and capability to rebuild the business due to the adverse impact of COVID-19.

4.0   Expected Deliverables

4.1   Mentoring programme to 1,000 tourism industry players (mentees); and

4.2   Develop 1,000 virtual experience prototype.

5.0 Execution of Mentoring Programme

5.1 Details of mentoring programme are as follows:

5.1.1 Overall implementation mechanism of MyVXp 2.0 is by batches: One batch = One mentor, 10 hours of mentoring session with maximum of 10 mentees.

5.1.2 Each mentor is paid at a rate of RM200 per hour x 10 hours mentoring session = RM2,000 per batch (maximum of 10 mentees per batch and at maximum of 8 batches).

5.1.3 Each mentor is also paid for online platform rental at a rate of RM25 per hour x 10 hours mentoring session = RM250 per batch.

5.1.4 Each mentor will conduct a mentoring session comprising 10 hours, to be completed between 7 – 10 days.

5.1.5 Each mentee will attend 10 hours of mentoring session in producing his/her online experience prototype.

5.1.6 Each mentor will guide up to a total of 80 mentees (8 batches) between July – October 2020.

5.1.7 Selection of mentees is the responsibility of the appointed mentor.

5.1.8 Target Output: Up to 1000 virtual experience showcases.

5.1.9 Target Outcome: On-boarding 300 virtual experience in collaboration with existing online platform such as Airbnb Online Experience.

5.1.10 Terms of Reference (ToR) for mentor attached in appendix 1 as reference.

5.2 Process flow of each batch of mentoring programme is as follows:
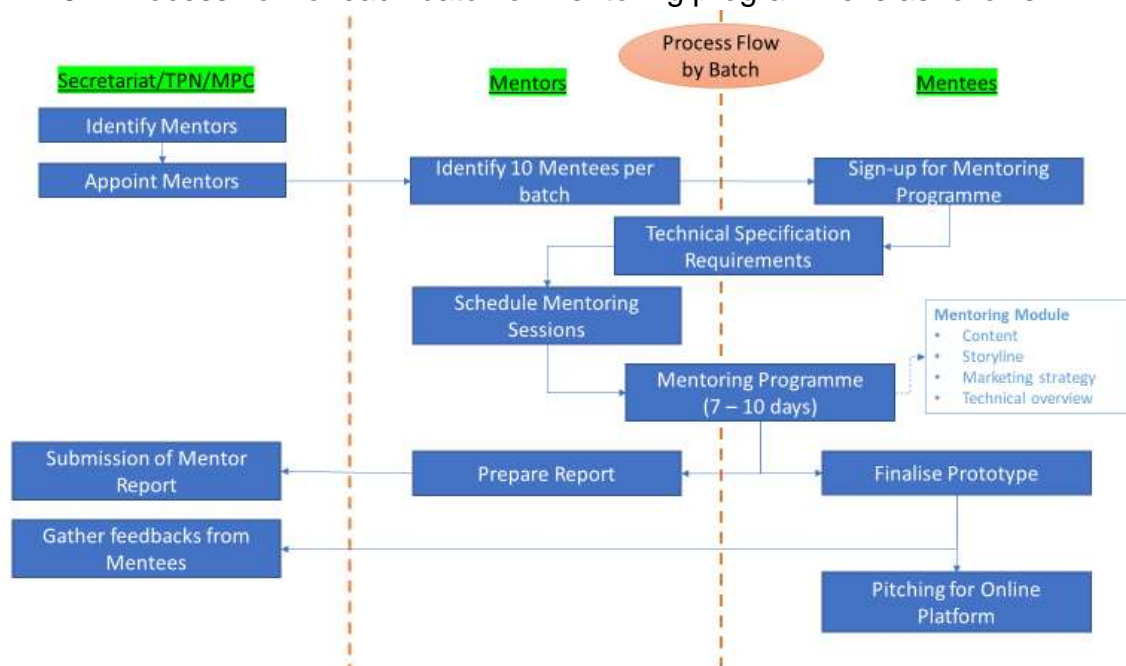
6.0 Proposed Implementation Timeline

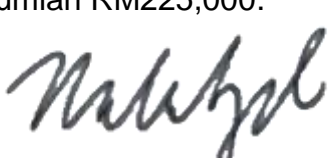The programme will commence in July until October 2020 with the proposed timeline as below:

No.	Proposed Timeline	July				August				September				October			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
1.	Cohort 1 (250 mentees)	■	■	■	■												
2.	Cohort 2 (250 mentees)					■	■	■	■								
3.	Cohort 3 (250 mentees)									■	■	■	■				
4.	Cohort 4 (250 mentees)													■	■	■	■
5.	Preparing overall final report													■	■	■	■

7.0 Proposed Mentor

7.1 Encik Uzaidi Udanis, Malaysian Inbound Tourism Council (MITA)

7.2 Encik Muzammil Mardzuki, Think and Act Tourism Academy

7.3 Encik Isvaran P. Ramasamy, Think and Act Tourism Academy

7.4 Encik Ahmad Najib Ariffin, Nusantara Academy of Development, Geocultures & Ethnolinguistics (NADGE)

7.5 Encik Fuad Mohd Fahmy, Airbnb Experience Host

7.6 Encik Irwan Dahnil, Tour Operator

7.7 Puan Atikah Sulaiman, Tamuasia

7.8 Encik Mohamad Khairi Mohamad @ Alwi, Adventure Tourism Expert

7.9 Other seven (7) mentors will be identified from high potential mentees.

8.0 Estimated Cost

The total estimated cost to conduct this project is as follows:

No.	Item	Details	Estimated cost (RM)
7.1	Professional fees for Trainers – Train of Trainers for new Mentors	RM200/hour x 6 hours	1,200.00
7.2	Professional Fees for Mentors *(Breakdown details in Appendix 1)*	RM18,000 per mentor x 15 mentors *(inclusive of platform rental for mentoring sessions = RM25 / hour x 10-hr mentoring session x 8 batches x 15mentors)*	<mark>270,000.00</mark>
7.3	Platform Rental *(inclusive of wifi / data usage & technical support)*	Menggunakan peruntukan yang masih belum digunakan. Item 7.2 yang telah digunakan adalah sejumlah RM225,000. *(signature)* **(NOR HAFIZAH MOHD AROP)** Timbalan Pengarah Nexus Produktiviti Pelancongan (TPN)	
7.4	Technical Expert / Coordinator		
7.5	Administrative cost	Launching, Media coverage, promotion materials, video	7,650.00

		montage, mileage claim, internet services etc.	
	TOTAL		**320,000.00**

8.0   Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to execute Mentoring Programme for Malaysia Virtual Experience (MyVXp) 2.0 with the total estimated cost of **RM320,000.00** from the SPN-Tourism budget.

Prepared by: Reviewed by: Supported by:

Nik Nazarina Nek Mohamed   Hjh Nor Hafizah Mohd Arop   Hj. Suhaimi Hamad
Assistant Manager   Deputy Director   Director
Date: 26/6/2020   Date: 26/6/2020   Date: 27/6/2020
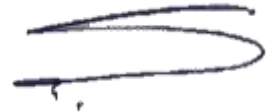
TERMS OF REFERENCE (TOR)
MENTOR
MALAYSIA VIRTUAL EXPERIENCE 2.0 (MyVXp 2.0)
MENTORING PROGRAMME

1.0. Purpose of the Assignment

The purpose of this assignment is to appoint the mentor for Malaysia Virtual Experience 2.0 (MyVXp 2.0) Mentoring Programme under Tourism Productivity Nexus, supported by Malaysia Productivity Corporation (MPC).

2.0. Background

2.1. Insights from TPN Knowledge Enhancement Webinar Series (KEWS) and Virtual Summit have produced *TPN 5R to Reset Tourism* comprising the following:

i.	**R1 - R**einvent product;
ii.	**R2 - R**esearch target market;
iii.	**R3 - R**emodel marketing and promotion;
iv.	**R4 - R**ide on technology; and
v.	**R5 - R**ecalibrate the industry.

2.2. Through Tourism Virtual Advisory Clinic (T-VAC), TPN and MPC tackle R5 – to recalibrate the industry by strengthening the foundation of the industry itself in the aspects of financial management, industry structure, and business operation.

2.3. TPN formulated Malaysia Virtual Experience or MyVXp mentoring model to adapt to the new normal of experience tourism – virtual travel, with virtual tourists. The model speaks to TPN R1 to R4 in TPN 5R To Reset Tourism – leading to the complete implementation of TPN 5R.

2.4. The pilot project for MyVXp was conducted in May and June 2020. Insights, experience, and observation from the pilot stage leads to MyVXp 2.0 Mentoring Programme to produce online experiences on a larger scale and affect more industry players for participation.

2.5. In materialising this initiative, TPN and MPC have identified the business model which addresses key activities, technological tools, resources, partnerships and affiliations, costs, value proposition, customer relationship, channel, marketing plan, payment gateway, and revenue stream.

2.6. In producing an online experience, a mentee (host and/or owner of the experience featured in the online experience) and mentor (individual who mentors, guides and assists in the production of the online experience) work collaboratively to produce an online experience.

The selected mentees work with mentors starting from brainstorming the online experience through producing the first showcase.

3.0. MyVXp Mentoring Programme (MyVXp 2.0)

3.1. General Details - The feedback, comments, experience, and observation from MyVXp Pilot Project leads to MyVXp Mentoring Programme (MyVXp 2.0). General details of MyVXp 2.0 are as stated below:

    i.   Overall implementation mechanism of MyVXp 2.0 is by batch, in which:-
One batch = One mentor, 10 hours of mentoring session, up to a maximum of 10 mentees per batch.

    ii.   Deliverables: Up to 1000 mentees/hosts; and 1000 prototypes of online experiences.

    iii.   Each mentor will coach up to a total of 80 mentees between July – October 2020 in 8 batches.

    iv.   A mentee will attend 10 hours of mentoring session.

    v.   A mentor will deliver a mentoring session comprising 10 mentoring hours per batch.

    vi.   Each batch comprises a maximum of 10 mentees. Maximum ratio of mentor to mentees is 1:10 for each mentoring session.

    vii.   Selection of mentees is the responsibility of the appointed coach.

    viii.   Prototypes of online experiences are commercialized via ready and available platforms such as AirBnb Experience. Successful rate (accumulative of 30% from all mentors) of online experiences to be onboarded on such platforms will be monitored by mentors.

3.2. The objectives of MyVXp 2.0 are:

    i.   To develop skills, competency, and knowledge of individuals involved in the mentoring sessions;

    ii.   To transfer skills and knowledge of developing online experience from mentors to mentees who can be tourism product owners/operators, travel agents, tourist guides, experience hosts, and other relevant individuals or companies;

    iii.   To develop prototypes of online experience packages as an alternative for experience tourism by adopting and maximising technological and digitalisation tools;

    iv.   To expand customers' choice for tour and travel;

    v.   To enable mentees to gain revenue via sales of online experience packages; and

vi. To enable mentees to use online experiences as one of the marketing tools to upsell products, attractions, and destinations.

3.3. Learning Outcomes - At the end of MyVXp 2.0 Mentoring Programme, mentees will be able to:

i. Be exposed to MyVXp model as an alternative to experience tourism;

ii. Gain the basic foundation and competency on how to develop online experiences; and

iii. Produce own prototype of online experience.

4.0. Mentor's Scope of Work, Duties, and Responsibilities

4.1. Appointed mentors are responsible to ensure the delivery of the stipulated mentees' learning outcomes (Item 3.3) and achievement of the programme's objectives (Item 3.2).

4.2. Each mentor shall coach up to a maximum of 80 mentees in 8 batches from July – October 2020. This is translated into the delivery of up to a maximum of 80 prototypes of online experiences by October 2020.

4.3. Mentoring Modules - Each mentor is responsible to prepare, produce, and finalise own training modules and plan delivery for each batch. Preparation of the training modules is by consultation with TPN and MPC and adapting the modules used during MyVXp Pilot Project.

4.5. Execution of the Mentoring Programme – Delivery and execution of the mentoring sessions are according to the following terms:

4.5.1. Each mentor shall subscribe to own platform to conduct the mentoring sessions. This creates flexibility for mentors to schedule the sessions according to own preferences, time, and availability, subject to discussion and agreement with mentees.

4.5.2. Mentoring sessions are subject to a compulsory delivery of 10 hours per batch.

4.5.3. Each mentor can schedule either a one-hour or two-hour session to deliver the 10 hours of mentoring.

4.5.4. Mentors may schedule own timing based of availability and agreement between mentors and mentees.

4.5.5. Mentors' delivery of 10-hour mentoring sessions per batch is based on the submission of the following:

i. Report for the 10-hour mentoring session by batch (Refer to Template Report);

ii. Recording links for the 10 hours and/or any other evidence in video recording and or whole or part of the recording of each session conducted; and

iii. Group photo of each mentoring session.

4.5.6. Additional mentoring hours are upon consensus between mentors and mentees. MPC and TPN will not be held responsible for the arrangement and outcome of the arrangement.

4.5.7. Mentoring sessions for each batch must be delivered between 7-10 days of duration.

4.5.8. Delivery of the 10-hour mentoring session per batch is based on, but not limited to the following guidelines:

No.	Phase	Details of Task – COACH / MENTOR AND ASSIST
1.	**Talent Orientation** **Planning Brainstorming Mind Setting**	▪ Introduction to the overall concept of MyVXp 2.0 – Background, Objectives, Learning Outcomes, Expected Output and Outcome ▪ Brainstorming on overall overall concept and development of online experience ▪ Set target dates for first showcase ▪ Identify USP and develop storyboard ▪ Define online experience development requirements ▪ Identify key resources and technological tools to assist the development and production of the online experience ▪ Identify the target market; ▪ Strategise marketing and promotion of the product i.e.areas such as marketing channel, costing, revenue stream and pricing ▪ Set target for sales of online experience
2.	**Talent / Capability Development** **Development of Online Experience**	▪ Assist to develop the online experience based on agreed design and plan design, prototype, test online experience ▪ Assist to conduct preview / test of the online experience ▪ Assist to edit the production based on feedback received ▪ Ensure quality delivery and reliability of the online experience
3.	**Talent / Capability Development**	▪ Assist to manage technological tools used for sales ▪ Assist to create the landing page ▪ Assist to manage the content with system integrator for payment gateway

4.	Talent / Capability Development Marketing and Promotion	▪ Deliberate on market segmentation, customer needs and purchasing power ▪ Assist to execute marketing and promotion strategy such as via FB Ads ▪ Monitor and analyse responses from the marketing campaign ▪ Review marketing campaign if needed and implement necessary tools to boost the sales
5.	Talent Excellence Execution	▪ Assist to curate the online experience based on the information collected ▪ Coach the host on the technique of live video and conferencing ▪ Coach the host on booking system and payment terms ▪ Coach the host on pre-during-post live online experience ▪ Coach hosts to manage customer service; gather feedback from the audience; create platform for customers' feedback

4.6. Selection and Management of Mentees by Mentors – Mentors are responsible for the selection and management of mentees, according to the terms stated below:

4.6.1. Selection of mentees by mentors is based on the following:

i. Mentee's product readiness to be transferred from offline product to online experience. The product readiness may include (but not limited to) aspects related to availability of the storyboard of the online experience, overall concept of plan of the online experience, mentee's client or fan base, and success of the offline product/experience.

ii. Mentee's readiness in terms of technological support, which may include (but not limited to) aspects related to availability of good internet connection, relevant hardware (for example laptop, smartphone), and other relevant technological supports (such as audio visual equipment etc).

iii. Mentee's commitment in terms of attending the mentoring sessions and completing the online experience, which include availability of time, motivation, and willingness.

iv. Mentors are responsible to determine mentees' viability to proceed with programme based on the progress after completing at least 4 hours of the mentoring sessions. Mentors may report the progress verbally and in writing to MPC and TPN.

4.6.2. Mentee's Terms of Reference - Upon meeting the selected mentees for the first time, mentors must communicate Mentee's Terms of Reference clearly to the selected mentees. Mentee's Terms of Reference is as detailed below:

    i.   The aim of MyVXp is to enable the selected mentees to produce online experiences. The set target is the production of each mentee's first showcase of the online experience developed within the duration on 7 - 10 days from the starting date.

    ii.   Selection of mentees for MyVXp 2.0 is upon the discretion of the mentors. Mentors are responsible to inform MPC and TPN the details of the mentees selected for the programme.

    iii.   Each mentee shall undergo 10-hour mentoring session in producing an online experience.

    iv.   Learning Outcome: At the end of MyVXp 2.0 Mentoring Programme, mentees are expected to be able to:

        a. Be exposed to MyVXp model as an alternative to experience tourism;

        b. Gain the basic foundation and competency on how to develop online experiences;

        c. Produce own online experience; and

        d. Gain revenue from the first showcase of online experience.

    v.   Scheduling of the 10-hour mentoring sessions is based on the discussion, availability, and agreement between the appointed mentor and mentees.

    vi.   Should a mentee require more coaching outside the scheduled 10 hours, this is based on arrangement between the mentee and mentor. MPC and TPN are not responsible for the arrangement of the additional hours or any cost incurred from the arrangement.

    vii.   Mentees are expected to bear the marketing and promotion costs and expenses of own online experiences.

    viii.   Mentees are expected to bear the costs and expenses incurred for digital booking and payment system.

    ix.   MPC and TPN have the access to use the online experiences developed through the programme as testimony and success stories.

4.7. Submission of Report Upon Completion of Each Batch - Each mentor must submit a report upon completion of each batch. The report shall use the template below:

No.	Item	Details		
1.	Mentor's Name			
2.	Address			
3.	Email Address			
4.	Mobile No.			
5.	Details of Mentees	No.	Mentee's Name, Mobile Number and Email Address	Brief Description of Online Experience
		1.		
		2.		
		3.		
		4.		
		5.		
		6.		
		7.		
		8.		
		9.		
		10.		
6.	Coach's Overall Observation on the Batch			

4.9. Mentor - Mentee Confidentiality -The appointed mentor must ensure information shared with other parties is dealt as confidential except with permission from the mentee, MPC, and/or TPN.

4.10. Submission of Report– Finalised report must be submitted to nazarina@mpc.gov.my and hafizah@mpc.gov.my within one week after the completion date of the mentoring session for each batch.

4.12. Payment Terms

    i.   A Mentor is paid RM200 per hour (maximum 10 hours) per batch (up to 8 batches). Payment is processed upon submission of report and link of the recording of online experience as stipulated in 4.5.5. (i – iii).

    ii.   A mentor is paid at RM25 per hour for use of platform for the mentoring sessions (10 hours only) per batch. Payment is processed upon submission stipulated in 4.5.5 (ii) and (iii).

    A.   Summary of payment per each mentor per batch as follows:

No.	Items	Working Hours	RM / hour	Payment (RM)
1	Professional fees for mentoring	10	200	2,000
2	Platform rental for mentoring session	10	25	250
			TOTAL	**2,250**

    B.   Summary of payment for each mentor for the whole programme is as follows:

Batch	Timeline (Week)	Output	Total Payment (RM)
1	1 – 3	• 10 hours mentoring session • 10 hours usage of online platform for mentoring session	2,250.00
2	3 – 5		2,250.00
3	5 – 7		2,250.00
4	7 – 9		2,250.00
5	9 – 11		2,250.00
6	11 – 13		2,250.00
7	13 – 15		2,250.00
8	15 – 17		2,250.00

Prepared by:
Secretariat, Tourism Productivity Nexus (TPN)