



HUMAN CAPITAL DEVELOPMENT CONFERENCE 2017

Transformational People Development Best Practices

GRAND LUCKY DRAW!
WIN a 50" TOSHIBA LED TV
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Date : 4 April 2017

Time : 9.00am – 5.00pm

Venue : Connexion@Nexus, Bangsar South



Human Capital Development is the biggest challenge for any organization. Many organizations are seeking for ways to develop talents that can thrive in this uncertain economy. At the same time, Human Capital practitioners are stretching their learning and development resources to meet the ever increasing demands from within the organization and external market needs.

In this era of constant business disruptors, your people development practices need to be innovative, adaptable and effective to ensure the talents start contributing to the business performance within the shortest possible timeframe.

This one day conference will give you insights from 2 renowned Speakers, 12 experienced Panelists and 3 skillful Moderators to provide you with a wealth of knowledge on leading Human Development practices. Come and be inspired.

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KEYNOTE SPEAKER



YB Dr. Ong Kian Ming
Member of Parliament for Serdang

**The Key Ingredients To Transform Leaders In
The Present Organizational Structure**

SPECIAL SPEAKER



Ernie Chen
President / Group CEO
ATCEN Education Group and
PORTMAN College

**A Cult Like Culture – Revolutionize The
Workplace Culture & Mindset**

PANEL DISCUSSION 1

**Developing The Next Generation Of High
Performance Leaders And Managers**



Azlin Latiff
Vice President, Culture &
Engagement , Themed Attractions
Resorts & Hotels Sdn. Bhd.



Chloe Gan
HR Director, Arvato Systems



**Moderator:
Ken Ng**
CEO, PORTMAN College



Chris Tan
Founder, CHUR ASSOCIATES®



Tan Shu-Tze
Head of Talent & Organizational
Development, AIA Berhad

PANEL DISCUSSION 2

**Creating A Culture Of Deliberate Development
In The Organization**



Tee Siew Lee
Group Director of HR, Sunway
Theme Parks



Roy Prasad
CEO, iHR Consulting



**Moderator:
Jeremy Lee**
CEO, ATCEN Sdn Bhd



Datin Dr Wendy Liow
VP and Dean of ELM Graduate
School, HELP University



Zohrab A.S Chong
Head, Learning & Development &
Talent Management, AXA Affin
General Insurance Berhad

PANEL DISCUSSION 3

**Transforming An Organization's Culture Using
Coaching**



Sunil Hasmukharay
VP, Malaysian Association of
Professional Trainers & Coaches,
Senior Executive, PETRONAS



Noorliza Nuruddin
Head of Human Capital Division,
Pembangunan Sumber Manusia
Berhad (PSMB)



**Moderator:
ET Khor**
Culture Transformation Expert



Geh Thuan Hooi
COO & Vice President, Malaysian
Institute Of Human Resource
Management (MIHRM)



Susan Ong
Founder, Coachbiz Consultant
Past President of Malaysian Association
of Certified Coaches (MACC)

TIME	PROGRAMME
8:30 am	Registration
9:00 am	Welcome Speech by Organizer Jeremy Lee, CEO of ATCEN Sdn Bhd
9:15 am	OPENING KEYNOTE
	The Key Ingredients To Transform Leaders In The Present Organizational Structure YB Dr. Ong Kian Ming, Member of Parliament for Serdang
10:15 am	Morning Tea Break
10:30 am	PANEL DISCUSSION 1
	Developing The Next Generation Of High Performance Leaders And Managers <ul style="list-style-type: none"> • The Success Profiles of The Future Leader and Manager. • Developing Talent Programs To Address Disruptive Changes. • Closing The Development Gap In A Disruptive Environment.
11:40 am	Swingvy Presentation
11:50 am	PANEL DISCUSSION 2
	Creating A Culture Of Deliberate Development In The Organization <ul style="list-style-type: none"> • Creating A Trusting and Conducive Learning Environment. • Promoting Weakness As An Opportunity For Learning. • Practicing Multiple Employee Development Tools Daily.
1:00 pm	Lunch Time
2:00 pm	TIM BodyCare Presentation
2:10 pm	PANEL DISCUSSION 3
	Transforming An Organization's Culture Using Coaching <ul style="list-style-type: none"> • The Importance Of Coaching in Disruptive Times • The Challenges To Creating A Sustainable Coaching Culture • Key Success Factors To Organization Transformation with Coaching
3:20 pm	Afternoon Tea Break
3:35 pm	Lucky Draw Session by Careertour
3:45 pm	SPECIAL
	A Cult Like Culture – Revolutionize The Workplace Culture & Mindset Ernie Chen , President / Group CEO of ATCEN Education Group and PORTMAN College
4:45 pm	Conference Overview by Organizer
5:00 pm	Networking Session & End

FLOOR PLAN



For more information on speakers and profile, kindly log into www.atcen.com/hcdc2017

SPONSORSHIP PACKAGES & BENEFITS

PLATINUM SPONSOR RM 10,000

1. 5 complimentary seats for conference. (RM 3,495 value)
2. Display bunting(s) at strategic location during conference.
3. A video not more than 2 minutes long about your products / services
4. A table booth is provided to promote your products / services to the conference delegates. (RM 1,000 value)
5. Inclusive of a delegates lists to use after the conference to assist your organization in new business development subject to approval by delegates and the PDPA 2010. (RM 450 value)
6. 10 minutes time slot to promote your products / services.
7. Sponsor logo to be included into marketing collateral
 - Incorporate logo in email broadcast to a 100,000 corporate database (RM 150,000 value)
 - Logo in brochure
 - Logo on event website
 - Featured on Facebook
 - Logo in conference bunting
 - Logo in conference backdrop at event
 - Logo in promotional video production

SPONSORSHIP PACKAGES & BENEFITS

GOLD SPONSOR RM 7,000

1. 3 complimentary seats for conference. (RM 2,097 value)
2. Display 2 buntings at strategic location during conference subject to availability.
3. A video not more than 2 minutes long about your products / services
4. A table booth is provided to promote services / products to the conference delegates. (RM 1,000 value)
5. Inclusive of a delegates lists to use after the conference to assist your organization in new business development subject to approval by delegates and the PDPA 2010. (RM 450 value)
6. 5 minutes time slot to promote your products / services.
7. Sponsor logo to be included into marketing collateral
 - Incorporate logo in email broadcast to a 100,000 corporate database (RM 150,000 value)
 - Logo in brochure
 - Logo on event website
 - Featured on Facebook
 - Logo in conference bunting
 - Logo in conference backdrop at event
 - Logo in promotional video production

Table Booth Package RM 1,000

1. 1 unit of IBM table (6ft L x 1.5ft W)
2. 2 units of chair
3. Display bunting(s) at selected booth area