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# Changing Human Capital Landscapes

Technology ♦ Strategy ♦ Culture

**DATE** • May 11 - 13, 2009  
**VENUE** • Palace of the Golden Horses, Kuala Lumpur

## Highlights

- **Attend** the largest learning and meeting place of HRD and HRM professionals in Asia
- **Learn** from over 50 sessions led by international experts to provide you the competitive edge to prepare and to succeed in 2009 and beyond
- **Preview** 30+ exhibitors showcasing the current products and services to equip you for success
- **Network** with 500+ peers from 30+ countries to address present challenges and learn the best practices
- **Gain** the most valuable learning experience from Asia HRD Congress™ with over 30 years track record and 25,000 participants from 30 countries
- **Celebrate** outstanding achievers from the profession at the gala dinner



**Google's Approach to Learning & Development**

Erica Fox  
 People Analytics  
 Google Inc.  
 USA



**Creating a Service Orientation: A Case Study**

Sim Kay Wee  
 Former Senior VP  
 Singapore Airlines  
 Singapore



**Empowering Human Capital Through Technology**

YBhg Dato' Badlisham Ghazali  
 CEO  
 Multimedia Development Corp. Sdn Bhd (MDeC)  
 Malaysia



**Healthy Thinking: How to Improve Workplace Productivity and Live Longer**

Dr Tom Mulholland  
 Founder,  
 Healthy Thinking Institute,  
 New Zealand



**Wet Cement: One Unique Opportunity to Create a Training Legacy**

Dr James Kirkpatrick  
 Vice President,  
 Global Training and Consulting,  
 SMR USA,  
 USA



**Advance Negotiation Skills: Cut Cost, Increase Revenue and Implement Change**

Peter Nixon  
 Managing Director,  
 Potential Dialogue,  
 United Kingdom



**Run to the Roar!**

Rolfe Carawan  
 Founder & CEO  
 Carawan Communications & Consulting  
 USA

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 or write to us at [info@smhrgroup.com](mailto:info@smhrgroup.com)

Organised by



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# Welcome MESSAGE

The Asia HRD Congress™ 2009 is back in Kuala Lumpur, Malaysia, that is Truly Asia. A city that demonstrates multiculturalism, a capital with a rich history and one that promotes harmonious living welcomes delegates to Malaysia. Kuala Lumpur offers everyone something exciting. At every turn, there is something exciting and adventurous, making it a perfect backdrop for yet another exciting learning experience for human capital professionals.

What started out 30 years ago as a simple gathering of human capital professionals is now Asia's most successful HRD event, an annual gathering of people developers and shapers across Asia. In line with its vision – *The Learning Platform: Global Vision, Asian Insights*, the focus at Asia HRD Congress™ 2009 will be to help delegates learn, share, network and shape the future of Human Capital in Asia.

Asia's largest event for human capital professionals - the Asia HRD Congress™ 2009 with a track record of 30 years will welcome over 500 delegates and 50 exhibitors.

The Asia HRD Congress™ theme focuses on an extremely important theme in a world that is changing in an unprecedented way: **Changing Human Capital Landscapes – Technology, Strategy, Culture.**

Join us from **May 11 – 13, 2009** to find answers that will help you navigate 2009 successfully : **meet immediate challenges and prepare for the upswing beyond 2009.** Join the human capital professionals in recognising and applauding extraordinary contributors from among us who have touched the lives of people and nations.

We look forward to welcoming you at the Palace of the Golden Horses, Kuala Lumpur, Malaysia.

With best wishes,  
**The Asia HRD Congress Organising Team**



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## Conference **THEME**

# Changing Human Capital Landscapes Technology ♦ Strategy ♦ Culture

**The Human Capital Landscape** is changing dramatically in a world that is experiencing tumultuous and unprecedented change. With a global economy that is experiencing serious challenges, the world of human capital will have to search for new ways to add value to the organisation. Organisations will increasingly demand that HRM and HRD justify themselves to the organisation. With top management reviewing every cost and budgets continually tightening, Human Capital professionals in management and development will have to show their real value. Return on expectations and partnerships with business and line managers will have to be demonstrated in tangible ways. The need to achieve internal customer satisfaction will be critical.

The use of technology to support strategy implementation and promote a positive workplace culture will take centre stage in 2009. Technology will play a big role in automating processes out of HRM and HRD. Web 2.0 tools will make a big impact on employees. The new generation of employees will view work very differently from the baby boomers. New strategies will have to be in place to manage and develop the talent. The workplace culture will be a significant issue to motivate and lead the workforce to greater levels of productivity. In effect, the role of the human capital professional in 2009 will be significantly different from the past years.

The Asia HRD Congress™ 2009 will feature prominent speakers, each of whom are international experts to address the 2009 theme and the learning tracks.



## Conference **HISTORY**



**THE ASIA HRD CONGRESS™** started off as half day Trainers Meet Trainers (TMT)® sessions in the late seventies on a complimentary basis. Due to popular demands, the programme evolved into a 2-day TMT® conference in 1994 attended by over 600 participants. In 1997, the TMT® Conference attracted more than 1,000 participants from Malaysia and abroad. The TMT® Conference was last held in 2001 as Trainers Meet Trainers™ Asia before it expanded in scope and evolved into The Asia HRD Congress™ in 2002 when TMT® entered its 25th Silver Jubilee Year. For the first time in 2006 The Asia HRD Congress™ was held on a large scale outside the country i.e. in Jakarta, Indonesia. The Asia HRD Congress™ aims to attract delegates from all the Asian countries and making it a congregation of Asian talents; sharing and learning towards advancement in knowledge and skills.

# Learning TRACKS

Asia HRD Congress™ 2009 is a forum for professionals around the world to share HRD and HRM practices. The key learning tracks this year are:

## 1 TECH BASED LEARNING

Technology has made lifelong and continuous learning easier by allowing access to knowledge beyond the traditional classrooms. Today's learners can learn at their own pace and benefit from a variety for technology-based approaches. While this is a growing reality, there are questions that need to be answered: Is Asia adopting tech based learning fast enough to meet present learning challenges? How much of people's potential can be realised through tech based learning? Can expenditure on learning be reduced? Can we achieve a better Return on Investments (ROI) through tech based learning?

By showcasing a variety of technology led initiatives such as Blended Learning, Pod Casting, Blogs, Animating Content, Online Games, Online Worlds, Learning Management Systems, E-Books, Tele-seminars, and Virtual Classrooms among others, this track will show how they can work for your organisation.

## 2 HUMAN CAPITAL STRATEGY

Human Capital Management provides a strategic approach to an organisation's most valued assets – its employees or talents. It is because globalisation and knowledge intensive work have tremendously raised numerous challenges in attracting, developing, motivating and retaining talent. Sound human capital management has increasingly become key to organisational success.

This track will not only explore Human Capital Management strategies but also offer practical tips to effectively make a positive impact on handling talents in your organisation.



Mega Session

## 3 ORGANISATIONAL CULTURE

Job seekers have shown strong inclination to work with corporations where the organisational culture and employer brand management offer a great working environment. Passion and commitment are enhanced when organisational values are strongly aligned with their own. There has been a growing support for effective employer branding as part of building an unique organisational culture among members of the HR community as this attracts passionate and committed talents.

This track will offer a framework and practical insights into all areas of effective employer branding. This includes an understanding of the branding process and on learning how to create a branding framework so as to communicate a company's values effectively.

## 4 TALENT MANAGEMENT

Talent management is increasingly a growing influence in determining the success of an organisation. The inability to attract, engage and retain enough or the right talent will result in non-execution of any organisation's growth strategy. Whatever your setting i.e. human resource manager in a corporate organisation, government agency or a non-profit organisation, you are faced with the imminent need to identify access and develop talent to ensure continuity of leadership at all levels in your organisation.

This track will reveal how successful organisations plan their talent needs, and how they develop recruitment and retention cultures and processes that ensure a healthy talent pipeline for sustained organisational growth.



Concurrent Session

## 5 COMPETENCY MANAGEMENT

Competencies provide the foundation for organisational performance. They clarify performance standards and highlight the types and levels of competencies an organisation requires. Despite the benefits, organisations fail to make full use of the competencies. Fortunately, there are frameworks available today that can simplify the process of introducing competencies into Human Capital Development applications such as Talent Management, Succession Planning, Deployment, etc.

This track will explore what organisations have done successfully so that we can learn from them. It includes best practices in competency profiling, assessments as well as application and implementation strategies. The Return on Investment (ROI) of these initiatives will also be addressed.

## 6 TRAINER'S SKILL

In today's world, the nature of work has changed dramatically due to the impact of technology and the pace of change. Work and the learning place have converged. Rapid content development and flexible delivery modes are here to stay. The separation between work and learning no longer exists. Therefore, any learning and development has to make a difference to job performance. This situation requires that we maximise learner engagement and retention. This only happens when the organisational climate supports inquiry and dialogue, often possible, in an experiential learning atmosphere.

This track will explore learning and development tools that accelerate learning. FUN ideas, games that involve and instruct formal and informal models to gain the attention of learners and skills building sessions will be covered.

## 7 MANAGEMENT SKILLS

The massive social changes and the changing ways of work have caused much upheaval in the world of work. Such upheavals cover issues of ageing, succession planning, migrant workforce, drive for efficiency to reduce cost, continuous quality improvement, performance based wage system, job creation to maintain the social equilibrium, skills upgrading to move into high value jobs, flexible work arrangements to enable alternate employment, positive employer – employee relationships and shifting of talent across borders. These changes throw many management challenges for HR practitioners.

This track will feature world-class speakers, thought leaders and trend analysts who will address the emerging issues in HRD. And offer insights on how to manage the changes and handle issues.

**REMEMBER TO REGISTER  
BEFORE April 2009**  
and benefit from the  
**low advance  
booking rates!!**

**Call SMR at  
(603) 2279 9199**

**email:  
info@smhrgroup.com**

### DAY 1, SHOWCASE SESSION 5.00pm – 6.15pm

#### Enhancing Learning Programmes through Experiential Activities

**Ramli Atan,**  
*Learning Specialist*  
and

**Mohd Noor Haq Poh,**  
*Learning Facilitator (Experiential Learning)*  
PETRONAS Management Training Sdn Bhd (PERMATA)  
Malaysia

#### Live to Win : The Seven Ingredients for S.U.C.C.E.S.S

**Wong Yoon Kiong,**  
*Managing Consultant,*  
YK True Performance Consulting,  
Malaysia

#### Bringing Awesomeness in Facilitation

**Sohail Zindani,**  
*Founder and Chief Learning Officer,*  
Learning Minds!  
Pakistan

#### The ESQ Way 165 Model on Character Building

**Dr. Ary Ginanjar**  
*Founder,*  
ESQ Training  
Indonesia

#### Igniting Elite Performance



**Allan Parker**  
*Managing Director,*  
Peak Performance Pty Ltd  
Australia

# DAY 1

MAY 11, 2009  
- MONDAY -

## PRE-CONFERENCE WORKSHOP

07.00am	<b>Registration &amp; Welcome Coffee</b> <i>at the Foyer, Unity Ballroom, Lower Ground Floor</i>
08.30am	<b>PRE CONFERENCE WORKSHOP SESSIONS (A CHOICE OF 7 WORKSHOPS)</b>
	<p><b>1 Tech Based Learning Strategy</b> Muralidharan Ramakrishnan <i>Vice President : Technology, SMR Group, Malaysia</i> Tech Based Learning (Majestic I)</p>
	<p><b>2 Developing an Executive Coaching Strategy,</b> Chris Tandridge <i>Principal, Validity Coaching, Australia</i> Human Capital Strategy (Majestic II)</p>
	<p><b>3 Developing Rainbow Creators to Facilitate Organisational Change</b> Yeo Thiang Swee <i>Principal Trainer, Cosmic Harmony Pte Ltd, Singapore</i> Organisational Culture (Majestic III)</p>
	<p><b>4 Winning the Talent War</b> Kerry Larkan <i>Director, Kerry Larkan Limited, Hong Kong</i> Talent Management (Conference I)</p>
	<p><b>5 Linking Competency Management to Performance : The Business Case</b> Co Facilitated A. Subramanian, <i>Vice President : Consulting &amp; Outsourcing, SMR Group, Malaysia</i>, Octa Melia Jalal <i>Director of Executive Development Programme, PPM Manajemen, Indonesia</i> Competency Management (Conference II)</p>
	<p><b>6 Kirkpatrick's 4 Levels of Evaluation – Implementing Level 3 and 4</b> Dr James Kirkpatrick <i>Vice President, Global Training and Consulting, SMR USA, USA</i> Trainer's Skill (Congress I)</p>
	<p><b>7 Dialogue: The Corporate Tool of Choice for 21st Century Problems Including Recession</b> Peter Nixon <i>Managing Director, Potential Dialogue, United Kingdom</i> Organisational Culture (Congress II)</p>
10.30am	<b>Coffee Break &amp; Networking</b> <i>at the Foyer, Lower Ground</i>
11.05am	<b>Workshop continues</b>
12.55pm	<b>Lunch &amp; Networking</b> <i>at the Unity Ballroom, Lower Ground Floor</i>
02:15pm	<b>Workshop continues</b>
03.30pm	<b>Tea Break &amp; Networking</b> <i>at the Foyer, Lower Ground Floor</i>
03:45pm	<b>Workshop continues</b>
04.30pm	<b>Workshops ends</b>
04:35pm	<b>SHOWCASE SESSION</b>
	<p><b>Competency Assessment : On Line Tools</b> Muhammad Rizal Md Zain, <i>Senior Manager : Consulting &amp; Outsourcing, SMR Group, Malaysia</i> Tech Based Learning (Majestic I)</p>
	<p><b>Live to Win : The Seven Ingredients for S.U.C.C.E.S.S</b> Wong Yoon Kiong <i>Managing Consultant, YK True Performance Consulting, Malaysia</i> Trainer's Skill (Majestic II)</p>
	<p><b>Igniting Elite Performance</b> Allan Parker <i>Managing Director, Peak Performance Pty Ltd, Australia</i> Talent Management (Majestic III)</p>
	<p><b>The ESQ Way 165 Model on Character Building</b> Dr. Ary Ginanjar <i>Founder, ESQ Training, Indonesia</i> Competency Management (Congress I)</p>
	<p><b>Bringing Awesomeness in Facilitation</b> Sohail Zindani <i>Founder and Chief Learning Officer, Learning Minds! Pakistan</i> Trainer's Skill (Congress III)</p>
05.50pm	<b>Programme Ends</b>
06:30pm	<b>Speakers Welcome Cocktail</b>

# DAY 2

# CONFERENCE OPENING DAY

MAY 12, 2009  
- TUESDAY -

07.00am	Registration & Exhibition Opens		
07.35am	<b>POWER MEGA AT DAWN SESSION 1 (A CHOICE OF 3)</b>		
	<b>Advanced Negotiation Skills : Cut Costs, Increase Revenues and Implement Change</b> <b>Peter Nixon</b> <i>Managing Director, Potential Dialogue, United Kingdom</i> <b>Management Skills (Majestic I)</b>	<b>Stretching the Training Dollar</b> <b>Diederick Stoel,</b> <i>President &amp; CEO, Profitwise, Netherland</i> <b>Human Capital Strategy (Majestic II)</b>	<b>Find Them, Grow Them, Keep Them: Using Data to Drive Workforce Innovation</b> <b>Erica Fox</b> <i>People Analytics, Google Inc, USA</i> <b>Talent Management (Majestic III)</b>
08.40am	<b>SUNRISE MEGA SESSION 2 (A CHOICE OF 3)</b>		
	<b>Developing Innovation Driven Workforce, for a Successful Tomorrow</b> <b>YM Tengku Farith Rithauddeen</b> <i>Group Chief Executive Officer, SKALI Group Malaysia</i> <b>Human Capital Strategy (Majestic I)</b>	<b>Executive Coaching Strategies for High Potential Development</b> <b>Chris Tandridge</b> <i>Principal, Validity Coaching Australia</i> <b>Trainer's Skill (Majestic I)</b>	<b>Personal Branding is an Issue of Legacy, Not Currency</b> <b>YBhg Datuk J. L Solomon <sup>DMSM</sup></b> <i>Chief Executive Officer, NGT Solutions (M) Sdn Bhd Malaysia</i> <b>Management Skills (Majestic I)</b>
09.45am	<b>GENERAL SESSION 1 : KEYNOTE</b>		
	<b>Empowering Human Capital Through Technology</b> <b>YBhg Dato' Badlisham Ghazali</b> <i>Chief Executive Officer</i> <i>Multimedia Development Corporation Sdn Bhd (MDeC), Malaysia</i> <b>Tech Based Learning (Royal II)</b>		
10.30am	<b>Coffee Break &amp; Networking</b> at the Royal III, Ground Floor		
11.00am	<b>GENERAL SESSION 2</b>		
	<b>OPENING CEREMONY OF</b>  <b>2009</b> <small>The Learning Platform: Global Vision, Asian Insights</small> <b>Conference &amp; Exhibition</b>		
12.00pm	<b>GENERAL SESSION 3 : KEYNOTE</b>		
	<b>Integrity : the Petronas Experience</b> <b>Tuan Haji Yasir Abdul Rahman</b> <i>Academic Director</i> <i>PETRONAS Management Training Sdn Bhd (PERMATA), Malaysia</i> <b>Organisational Culture (Royal II)</b>		
12.45pm	<b>Lunch &amp; Networking</b> at the Royal I, Ground Floor		
02.00pm	<b>CONCURRENT SESSION I (A CHOICE OF 7)</b>		
	<b>1 Learn Using Mobile Devices</b> <b>Evelyn Samuel</b> <i>Founder, Atheneum Communications Berhad, Malaysia</i> <b>Tech Based Learning (Majestic I)</b>		
	<b>2 Industry Academia : Human Capital Development</b> <b>Associate Professor Dr. Selvaraj Oyyan Pillay</b> <i>Director, Institute of Professional Development, Open University Malaysia, , Malaysia</i> <b>Human Capital Strategy (Majestic II)</b>		
	<b>3 Engaging Your Workforce Creating Your Own Rainbow</b> <b>Yeo Thiang Swee</b> <i>Managing Director &amp; Principal Consultant, Cosmic Harmony International Pte Ltd, Singapore</i> <b>Organisational Culture (Majestic III)</b>		
	<b>4 The ROI on Talent Management : BLUE - a Case Study at UEM</b> <b>Co Facilitated Yazdi Bankwala</b> <i>Director of ARPITHA Associates (M) Sdn Bhd, Azizan Hassan</i> <i>Head of UEM Academy Sdn Bhd, Malaysia</i> <b>Talent Management (Conference I)</b>		
	<b>5 Implementing Competency Management : An International Case Study</b> <b>Muhammad Rizal Md Zain</b> <i>Senior Manager : Consulting &amp; Outsourcing, SMR Group, Malaysia</i> <b>Competency Management (Conference II)</b>		
	<b>6 Delivering Exciting &amp; Enthusiastic Training Sessions</b> <b>Karen Ong</b> <i>Vice President – Learning &amp; Development, SMR Group, Malaysia</i> <b>Trainer's Skill (Congress I)</b>		
	<b>7 Good Boss – Bad Boss, Creating a Culture for Success</b> <b>Kerry Larkan</b> <i>Director, Kerry Larkan Limited, Hong Kong</i> <b>Organisational Culture (Congress II)</b>		

# DAY 2

# CONFERENCE OPENING DAY

**MAY 12, 2009  
- TUESDAY -**

03.15pm	<b>Tea Break &amp; Networking</b> at the Royal III, Ground Floor		
04.00pm	<b>CONCURRENT SESSION 1 (A CHOICE OF 7)</b>		
	<b>1</b>	<b>Technology in Learning : The Maxis Academy Experience</b> Suhaimi Sulong, General Manager – Human Resources, Maxis Communication Berhad, Malaysia Tech Based Learning (Majestic I)	
	<b>2</b>	<b>Human Capital Strategy in Unstable Situations</b> Astuti Widyangsih PPM Manajemen, Indonesia Human Capital Strategy (Majestic II)	
	<b>3</b>	<b>Different Generations: Clashing or Collaborating?</b> Rolfe Carawan Founder & CEO, Carawan Global Communications & Consulting, USA Organisational Culture (Majestic III)	
	<b>4</b>	<b>Talent Management – an MNC Case Study</b> Mohd Khalis Abd Rahim Human Resources Director, Freescale Semiconductor Malaysia Sdn Bhd, Malaysia Talent Management (Conference I)	
	<b>5</b>	<b>Coaching : 2009 Global Research Findings and Competencies for Success</b> P.C Long Facilitator, Coach, Trainer, Blessing White – Asia Pacific, Malaysia Competency Management (Conference II)	
	<b>6</b>	<b>Enhancing Learning Programmes through Experiential Activities</b> Co Facilitated Ramli Atan Learning Specialist, Mohd Noor Haq Poh Learning Facilitator (Experiential Learning) PETRONAS Management Training Sdn Bhd (PERMATA) Malaysia Trainer's Skill (Congress I)	
	<b>7</b>	<b>Crossfire : Employer Employee Relationships</b> Professor Dr Karl Wagner Head HR, University of Applied Sciences Rosenheim, Germany Organisational Culture (Congress II)	
05.20pm	<b>MEGA SESSION 3 (A CHOICE OF 3)</b>		
	<b>Increasing Human Capital through Positive Engagement</b>  Lou Heckler President & CEO, Lou Heckler & Associates USA Human Capital Strategy (Majestic I)	<b>Healthy Thinking : How to Improve Workplace Productivity and Live Longer</b> -Tools for reducing stress and improving attitude- Dr Tom Mulholland, Founder, Healthy Thinking Institute, New Zealand Organisational Culture (Majestic II)	<b>Employee Engagement : Talent Management Tools in Turbulent Times</b>  Reg Polson Executive Director : Network Development, Blessing White Asia Pacific Australia Talent Management (Majestic III)
06.20pm	<b>Programme Ends</b>		
07.00pm	<b>Cocktail &amp; Networking</b> at Foyer of Royal Ballroom		
08.00pm	<b>ASIA HRD CONGRESS AWARDS GALA DINNER 2009</b>		

## Please Note

### The Asia HRD Congress Awards 2009 Gala Dinner

Date

**May 12, 2009**

Time

**8.00pm**

Venue

**Royal II Ballroom,**

**The Palace of Golden Horses, Kuala Lumpur**

# DAY 3

# CONFERENCE FINAL DAY

**MAY 13, 2009  
- WEDNESDAY -**

7.00am	Welcome Coffee at Foyer Royal Ballroom, Ground Floor
08.15am	<b>GENERAL SESSION 6: PLENARY</b>
	<p><b>Wet Cement : One Unique Opportunity to Create a Training Legacy</b>  <b>Dr James Kirkpatrick</b>  Vice President,  Global Training and Consulting, SMR USA, USA  <b>Trainer's Skills (Royal II)</b></p>
09.05am	<b>GENERAL SESSION 7 : PLENARY</b>
	<p><b>Run to the Roar!</b>  <b>Thriving in Tough Times</b>  <b>Rolfe Carawan</b>  Founder &amp; CEO, Carawan Global Communications &amp; Consulting, USA  <b>Human Capital Strategy (Royal II)</b></p>
09.55am	<b>GENERAL SESSION 8 : PLENARY</b>
	<p><b>Creating a Service Orientation : A Case Study</b>  <b>Sim Kay Wee</b>  Former Senior Vice President : Cabin Crew,  Singapore Airlines, Singapore  <b>Competency Management (Royal II)</b></p>
10.40am	<b>Coffee Break &amp; Networking</b> at the Royal III, Ground Floor
11.00am	<b>GENERAL SESSION 9 : PLENARY</b>
	<p><b>The Next Generation Human Capital Development.  Responding to the Crisis. Preparing for the Upswing.</b>  <b>R. Palan, PhD, A.P.T</b>  Chairman &amp; CEO, SMR Group, Malaysia  <b>Human Capital Strategy (Royal II)</b></p>
11.50am	<b>GENERAL SESSION 10 : KEYNOTE</b>
	<p><b>Creating Loyalty and Retaining Talent in Challenging Times :  The Air Asia X Experience</b>  <b>Azran Osman Rani</b>  Chief Executive Officer, Air Asia X Sdn Bhd, Malaysia  <b>Talent Management (Royal II)</b></p>
12.35pm	<b>Lunch &amp; Networking</b> at Royal I, Ground Floor
02.00pm	<b>GENERAL SESSION 11 : GAME SHOW</b>
	<p><b>GAME SHOW</b>  <b>2009</b>  The Learning Platform: Global Vision, Asian Insights  Conference &amp; Exhibition  <b>Tech Based Learning (Royal II)</b></p>
02.30pm	<b>GENERAL SESSION 12 : PLENARY</b>
	<p><b>The Best Way to Predict the Future is to Create it!</b>  <b>Scott Friedman</b>  Motivational Humourist,  Scott Friedman &amp; Associates, U.S.A  <b>Organisational Culture (Royal II)</b></p>
03.20pm	<b>Tea Break &amp; Networking</b> at the Royal III, Ground Floor
03.35pm	<b>GENERAL SESSION 13 : KEYNOTE</b>
	<p><b>Seeking a Future in Challenging Times</b>  <b>Tan Sri Dato' Dr Lim Kok Wing,</b>  President &amp; Founder,  Lim Kok Wing Institute of Creative Technology, Malaysia  <b>Human Capital Strategy (Royal II)</b></p>
04.25pm	<b>GENERAL SESSION 14 : CLOSING KEYNOTE</b>
	<p><b>Google's Approach to Learning &amp; Development</b>  <b>Erica Fox</b>  People Analytics,  Google Inc, U.S.A  <b>Human Capital Strategy (Royal II)</b></p>
05.15pm	<b>GENERAL SESSION 15: CLOSING CEREMONY</b>
05.30pm	Programme Ends

# Meet **INDUSTRY LEADERS** and **INTERNATIONAL SPEAKERS @**

the **Asia HRD Congress™** 2009  
The Learning Platform: Global Vision, Asian Insights

**Conference & Exhibition**



**Google's Approach to Learning & Development**

**Erica Fox**  
People Analytics,  
Google Inc,  
U.S.A



**Healthy Thinking : How to Improve Workplace Productivity and Live Longer**  
-Tools for reducing stress and improving attitude

**Dr Tom Mulholland**  
Founder,  
Healthy Thinking Institute,  
New Zealand



**The Best Way to Predict the Future is to Create it!**

**Scott Friedman**  
Motivational Humourist,  
Scott Friedman & Associates  
U.S.A



**Wet Cement : One Unique Opportunity to Create a Training Legacy**

**Dr James Kirkpatrick**  
Vice President, Global Training and Consulting,  
SMR USA,  
USA



**Empowering Human Capital Through Technology**

**YBhg Dato' Badlisham Ghazali**  
Chief Executive Officer  
Multimedia Development Corporation Sdn Bhd (MDeC),  
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**The Next Generation Human Capital Development. Responding to the Crisis. Preparing for the Upswing**

**R. Palan, Ph.D, A.P.T**  
Chairman & CEO,  
SMR Group,  
Malaysia



**Employee Engagement : Talent Management Tools in Turbulent Times**

**Reg Polson**  
Executive Director, Network Development,  
Blessing White Asia Pacific  
Australia



**Increasing Human Capital through Positive Engagement**

**Lou Heckler**  
President & CEO  
Lou Heckler & Associates  
USA



**Personal Branding for Success : Street Smart Tactics 2009**

**YBhg Datuk J. L Solomon**  
Chief Executive Officer,  
NGT Solutions (M) Sdn Bhd,  
Malaysia



**Delivering Exciting & Enthusiastic Training Sessions**

**Karen Ong**  
Vice President, Learning & Development,  
SMR Group,  
Malaysia



**Learning Through Mobile Devices**

**Evelyn Samuel**  
Founder,  
Atheneum Communications Berhad,  
Malaysia



**Executive Coaching Strategies for High Potential Development**

**Chris Tandridge,**  
Principal  
Validity Coaching,  
Australia

# The Asia HRD Congress™ AWARDS 2009

**THE ASIA HRD CONGRESS™ AWARDS 2009** aims to honour HRD professionals who have demonstrably enriched and have made a lasting impact on the human capital development in an organisation, the HR community, as well as in the society. The awardees are expected to be role models and thus persons of unquestionable integrity.

Awards will be given out for contribution to each of the following areas:

## I. THE HR COMMUNITY

The awardees must have made contributions of high value that have been:

- Adopted by HR practitioners as a testimony of their usefulness.
- Used by organisations as they have produced good results.
- Adopted as HRD best practices of global impact.

## II. THE ORGANISATION

The awardees must have brought about changes through:

- Introduction of innovative systems / processes.
- Impacting overall employee productivity and bottom line.

## III. THE SOCIETY

The award goes to those who have contributed to the development of society by:

- Contributing ideas in education and training that have been adopted by any community where they have proven to give significant results.
- Participating directly in education and learning projects that have impacted the life of any community.

## IV. LIFETIME ACHIEVEMENT

This award is conferred to individuals who have made a lifetime contribution to human resources development. These individuals are the one who have pioneered selflessly to promising the cause of learning and creating a body of knowledge that has impacted the entire human resources development community and their customers in government, private and non-profit sectors.

### \* NOMINATIONS

- Nominations are open to all
- Nominations to carry supporting materials

For more information, please contact **Karina** at **03 2279 9199** or email her at [karina@smrhrgroup.com](mailto:karina@smrhrgroup.com)



Asia HRD Congress Awards Presentations



Asia HRD Congress Awards Presentations



Asia HRD Congress Gala Dinner

# The Asia HRD Congress™ GALA DINNER

An excellent opportunity for you to network and be a part of **The Asia HRD Congress™ Awards Ceremony.**

To make a reservation, call us at **603 2279 9199**

# Exhibition DETAILS



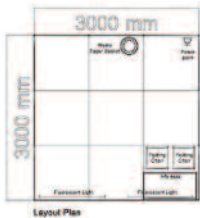
## Exhibition Details

A showcase of HR Products and Services, The Asia HRD Congress 2009 exhibition is an opportunity for HR professionals to shop around and update themselves on the latest in HR products and services, especially in areas of HR software, publications, training and consulting providers.

For service providers, this is an opportunity to market your organisation before the largest gathering of HR decision makers in the region.

## Exhibition Hours

Date : May 12 – 13, 2009  
 Time : 8.30am – 6.00pm  
 Venue : Unity Ballroom, Palace of the Golden Horses, Kuala Lumpur



## Exhibition Booth Specifications

- Standard Size : 3m x 3m square metres
- Partition : Rear and dividing walls with 25mm using white aluminium systems and white melamine panels
- Flooring : Ballroom's existing carpet
- Electrical : 2 units x 40 watts fluorescent tube  
1 unit x 13 amps, single phase power point
- Graphics : 1 set x Company's name and booth number (English) in one colour self adhesive PVC lettering against white background on fascia board.
- Furniture : 1 unit x Lockable Cabinet, 2 units x Folding Chair & 1 x Wastebasket

**For booking of exhibition booth, please contact us at**  
**Phone : 603 2279 9199 Fax : 603 2279 9099**  
**Email : karina@smrhrgroup.com**

## PAST EXHIBITORS

- Asian Institute of Management
- BP Nam Yang Printers & Papers Box Sdn Bhd
- Creative Purpose Sdn. Bhd.
- Cubiks Malaysia Sdn. Bhd.
- D' Jungle People Sdn. Bhd.
- Directive Communication International
- DMS Macsimize Sdn. Bhd.
- EC-Council Academy
- Effective Living Sdn. Bhd.
- ELID Sales & Marketing Sdn. Bhd.
- Flexi Promotion (M) Sdn. Bhd.
- Focus Learning Corporation Sdn. Bhd.
- ICT Zone Sdn. Bhd.
- Institut Bank-Bank Malaysia
- International Centre For Leadership in Finance
- John Wiley & Sons (Asia) Pte Ltd
- Kepner-Tregoe (M) Sdn. Bhd.
- KZen Solutions Bhd.
- Malaysian Institute of Human Resource
- Management Dunville
- Malaysian Psychology Centre
- Management Concepts Asia Pacific (M) Sdn. Bhd.
- Microguard Technologies Sdn. Bhd.
- MHS Inc.
- MRS Management Sdn. Bhd.
- National Productivity Corporation (NPC)
- Outward Bound Indonesia
- Peake And Forester (M) Sdn. Bhd.
- Pembangunan Sumber Manusia Berhad
- PT Binaman Utama ( PPM Assessment )
- PT Dunamis Organization Services
- PT International Test Centre
- PT Masdi Raga Putra
- Pustaka Binaman Pressindo
- Sage Interactive Sdn. Bhd.
- Sarawak Convention Bureau
- Select Appointment Sdn Bhd
- S.F.R. Consultants Sdn Bhd
- Soundview Resources
- SPACE UTM, School of Professional and Continuing Education
- SQ Centre (Malaysia) Sdn. Bhd.
- STAR Publications (M) Berhad
- TopHuman Technology Ltd.
- Universiti Tun Hussein Onn Malaysia
- Vovici Corporation, Singapore Branch
- Webway E Services Sdn. Bhd.

Are you a member of the following association? If yes, please state membership number.

- i. **IBBM** Membership Number: \_\_\_\_\_
- ii. **INTAN** Membership Number: \_\_\_\_\_
- iii. **MTPB** Membership Number: \_\_\_\_\_

### PLEASE COMPLETE BILLING DETAILS

Company Name \_\_\_\_\_

Nature of Business \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Post code \_\_\_\_\_ Country \_\_\_\_\_

### CONTACT PERSON DETAILS

Name: (Prof. / Dr. / Mr. / Mrs. / Ms.) \_\_\_\_\_

Telephone \_\_\_\_\_ Ext \_\_\_\_\_

Fax Number \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_

### DELEGATE INFORMATION (Please complete details)

Name: (Prof. / Dr. / Mr. / Mrs. / Ms.) \_\_\_\_\_

Position \_\_\_\_\_ Department \_\_\_\_\_

Telephone (Direct Line) \_\_\_\_\_ Ext \_\_\_\_\_

Mobile \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Meal Option  Vegetarian  Non-Vegetarian (please tick one)

### How did you learn of Asia HRD Congress™ 2009

- Past Delegate  E-Flyer  Brochure
- Marketing Partner Please state: \_\_\_\_\_
- Newspaper Please state: \_\_\_\_\_
- Magazines Please state: \_\_\_\_\_

## FEE PACKAGES

No	Item	Regular Fee		Sign up by April 30, 2009		Please Tick (✓)
		RM	USD	RM	USD	
<b>CONFERENCE</b>						
1	<b>Diamond Conference Package*</b>	5,360	1,630	4,920	1,500	
2	<b>Platinum Conference Package**</b>	4,400	1,350	3,960	1,200	
3	<b>Pre Conference</b>	1,400	430	1,260	400	
4	<b>Conference</b>	3,000	910	2,700	820	
5	<b>Gala Dinner</b>	300	91	-	-	
<b>EXHIBITION</b>						
		<b>RM</b>	<b>USD</b>			
1	<b>Corner Booth</b>	6,000	1,820			
2	<b>Intermediate</b>	5,000	1,520			
<b>ACCOMMODATION</b>						
	<b>Palace of the Golden Horses (Deluxe Room)</b>	RM 350.00 per room / per night or USD 110.00 per room / per night (including breakfast) X _____ nights = RM / USD _____				

For group booking, please call 603 2279 9199 or email [zaid@smhrgroup.com](mailto:zaid@smhrgroup.com)

\*Diamond Conference Package : Pre Conference Workshop, Conference, Gala Dinner and 3 nights Single Deluxe Accommodation  
 \*\*Platinum Conference Package : Pre Conference Workshop, Conference and Gala Dinner

## Pre-Conference Workshop (May 11, 2009)

Please tick only ONE workshop.

- Tech Based Learning Strategies**  
Muralidharan Ramakrishnan, Malaysia
- Developing an Executive Coaching Strategy**  
Chris Tandridge, Australia
- Developing Rainbow Creators to Facilitate Organisational Change**  
Yeo Thiang Swee, Singapore
- Winning the Talent War**  
Kerry Larkan, Hong Kong
- Linking Competency Management to Performance : The Business Case**  
A. Subramanian, Malaysia & Octa Melia Jalal, Indonesia
- Kirkpatrick's 4 Levels of Evaluation: Implementing Level 3 and 4**  
Dr. James Kirkpatrick, U.S.A
- Dialogue: The Corporate Tool of Choice for 21<sup>st</sup> Century Problems including Recession**  
Peter Nixon, United Kingdom

## METHODS OF PAYMENT please tick (✓)

- I enclose a cheque for RM \_\_\_\_\_ made payable to: **Asia HRD Congress Sdn Bhd**
- I prefer to pay online. (Please check our website: [www.hrdcongress.com](http://www.hrdcongress.com))
- Bank Transfer: **Asia HRD Congress Sdn Bhd**  
Malayan Banking Berhad, Level 1, Tower A, Dataran Maybank 1, Jalan Maarof, Dataran Maybank 59000 Kuala Lumpur. Account No. **5142 5313 8206**
- Purchase Order:** (For government agencies only) You must attach the purchase order with the registration form
  - SMR is registered with '**Malaysian Ministry of Finance**'
  - As proof of payment, kindly fax the payment slip to Zaid at 603 2279 9099**

### IMPORTANT NOTE:

- Registration and payment must be made on or before due date to enjoy the discounts.
- If the nominated delegate is not able to attend; the registration can be transferred to a new delegate. However, to avoid confusion, please ensure the name of the substitute delegate is forwarded to us at least 5 working days prior to the event.
- For guaranteed seats, full payment is required before the event.
- The management and staff of Asia HRD Congress Sdn Bhd, its partners and staff will not be held responsible should seats registered be unavailable due to payments not received.
- Onsite registration with payment is subjected to availability of space.
- Brochure reflects programme at the time of printing. We reserve the right to change any speakers or session in the event of unavoidable circumstances.

### Conference & Exhibition Cancellation

- 60 days before event : NO refund, but substitutes are welcome