

# HR Transformation For Business Excellence

## CONFERENCE OUTLINE

Dear Sir/Madam,

Join us for the PSMB Annual HRD Conference and Exhibition on the 11th and 12th of September 2012. Being largest HR Conference held in Malaysia annually with over 1,400 participants consists of people in the field of HR, this is an event that not to be missed!

With the advice from our supportive partners, you will discover on how to plan and manage your Human Resources effectively towards achieving high performance organisation. The event is specifically designed for HR Business Partners wishing to progress by improving your skills and knowledge in HR.

The Conference is designed with six General Sessions and six Concurrent Sessions. The General Session will address general issues on Human Resources Management, whereas the Concurrent Sessions will be having two specific learning tracks: trailing issues on Leadership Development and HR Best Practices.

The Exhibition will house more than 70 booths that provide source of information on HR Development and Trainings. Why not look at what the free Exhibition has to offer you? Register immediately by filling in the form attached.

## BENEFITS OF ATTENDING

Identify emerging challenges and opportunities in managing human resources in the context of an increasingly dynamic and complex organisational environment

An avenue for Corporate Leaders, HR Practitioners and Visionaries to exchange ideas, experiences and strategies for the future practices of human resource development in order to achieve competitive advantage

Be exposed to fresh, even radical ways of thinking about business strategy. Learn how to perfect your own planning and communication strategies and discover new ways to expand your role as HR practitioners for your company's success, regardless of the size of your organisation

Discover fresh and unique ways for HR to align with business goals from companies that have paved their ways for success.

Explore how to enhance the value HR brings to the organisation and how HR drives results by leading the way.



**“ The focus of all aspects of Human Resource Development is on developing the most superior workforce so that the organisation and individual employee can accomplish their work goals in service to the nation. ”**

**Y.B. DATUK SERI DR. S. SUBRAMANIAM  
MINISTER OF HUMAN RESOURCES**

## WHO SHOULD ATTEND

Leaders / Business Heads / CEO's / Managing Directors  
HR Practitioners / HR Professionals  
Managers / Executives  
Government Officials  
Training Providers / Consultants  
Anyone who is interested in the field of HRD.

## CONFERENCE PROGRAMME

Day01

8.00 a.m. – 9.00 a.m. <b>Registration &amp; Welcome Coffee</b>	9.00 a.m. – 10.00 a.m. <b>General Session</b> Leadership and Future Talent Development  Yasir Abdul Rahman Chief Executive Officer Petronas Leadership Centre (PLC)	10.00 a.m. – 10.30 a.m. <b>Refreshments &amp; Networking</b>	10.30 a.m. – 11.30 a.m. <b>General Session</b> Global HR Development  Adzhar Ibrahim Regional Head of People Airasia Berhad
11.30 a.m. – 1.00 p.m. <b>Officiating Ceremony</b>	1.00 p.m. – 2.00 p.m. <b>Lunch &amp; Networking</b>	2.00 p.m. – 3.00 p.m. ( <b>Concurrent Session</b> ) <b>Hall 1</b> Managing Global Talent – Toshiba's Experience	<b>Hall 2</b> Attracting and Retaining the Right Talent Andrew HW Lee Executive Director Deloitte Consulting Malaysia
3.30 p.m. – 4.30 p.m. ( <b>Concurrent Session</b> ) <b>Hall 1</b> Creating Value in People  Taranjeet Singh Managing Consultant Hay Group Sdn Bhd	<b>Hall 2</b> The Cranfield Experience  Tim Ringrose Executive Development Director Cranfield School of Management	4.30 p.m. – 5.00 p.m. <b>Learning Arena</b>	3.00 p.m. – 3.30 p.m. <b>Refreshments &amp; Networking</b>

Day02

9.00 a.m. – 10.00 a.m. ( <b>Concurrent Session</b> ) <b>Hall 1</b> Emergence of Mobile Learning  Roshan Thiran Director Leaderonomics	<b>Hall 2</b> The Art of Managing People Through Effective Learning  University of Leeds	10.00 a.m. – 11.00 a.m. <b>Refreshments &amp; Networking</b>	11.00 a.m. – 12.00 p.m. <b>General Session</b> Managing Talent in Times of Change  Y. Bhg. Dato' Izzaddin Idris Group Managing Director UEM Group Berhad
12.00 p.m. – 1.00 p.m. Managing Talent In Scarcity	1.00 p.m. – 2.00 p.m. <b>Lunch &amp; Networking</b>	2.00 p.m. – 3.00 p.m. <b>General Session</b> Transformational Leadership: A New Perspective  Roger Konopasek R.Kono International Pte Ltd	3.00 p.m. – 3.30 p.m. <b>Closing Ceremony</b>
3.30 p.m. – 4.30 p.m. <b>General Session</b> The Importance of People Management in Business Strategy	4.30 p.m. <b>Refreshments &amp; Networking</b>		



# HR Transformation For Business Excellence

Date : 11 & 12 September 2012  
 Venue : Sunway Pyramid Convention Centre, Petaling Jaya  
 Registration Fee : Normal registration fee - \* RM700 per participant  
 - \* RM200 per student

Authorisation for Levy Deduction  
 MyCoID : \_\_\_\_\_

Employer Code Number  
 [ ]

\* Registration fee does not include accommodation

Please tick one of the following :  Individual  HRDF Registered Company  Non - HRDF Registered Company

## PART A PARTICIPANT INFORMATION

Please register the following participant

No.	Name	I/C No.	Designation

\* Please use a separate sheet if you are sending more than 5 participants

a) Contact Person : \_\_\_\_\_ b) Organisation : \_\_\_\_\_  
 c) Address : \_\_\_\_\_  
 City : \_\_\_\_\_ State : \_\_\_\_\_ Postcode : \_\_\_\_\_ Country : \_\_\_\_\_  
 d) Telephone : \_\_\_\_\_ e) Mobile Phone : \_\_\_\_\_  
 f) Fax : \_\_\_\_\_ g) E-mail : \_\_\_\_\_  
 h) Meal preference:  
 Vegetarian -no. of participant ( )  
 Non-Vegetarian -no. of participant ( )

## EMPLOYER'S DECLARATION FOR LEVY DEDUCTION

I declare that the participant listed above is an employee of our company.

I, \_\_\_\_\_ (name) hereby agree that the conference fee amounting to RM \_\_\_\_\_ (Ringgit Malaysia : \_\_\_\_\_) is to be debited from our levy account by PSMB. In the event the above-mentioned participant fails to attend, PSMB reserves the right to debit the above fee.

Signature : \_\_\_\_\_  
 Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 \* ( Chairman / General Manager / Manager / HR Executive ) \* Delete where inapplicable  
 Date : \_\_\_\_\_

## PART B

### PAYMENT INFORMATION ( TO BE FILLED BY INDIVIDUAL OR NON-HDRF REGISTERED COMPANY )

Conference fee must be paid in advance of the event. Walk-in participant with payment will be admitted on space availability basis. Cheque should be crossed and made payable to "NATIONAL HRD CONFERENCE" (RHB 2-14334-0000956-6)

Payment details:  
 Cheque Number / Bank \_\_\_\_\_  
 Cash (RM) \_\_\_\_\_  
 LO \_\_\_\_\_

## PART C OTHER INFORMATION

Your cooperation to answer the following question is appreciated. Where did you learn about HRDF 2012 Conference & Exhibition?

- Brochure
- Sales Call
- Conference Website
- E-Mail
- Newspaper
- Referral, if the referral is from HRDF, please name the person/ division \_\_\_\_\_
- Others, please specify \_\_\_\_\_

## TERMS AND CONDITIONS

### REGISTRATION INFORMATION

- \* Registration fee is RM700 per participant and RM200 per student.
- \* Early Bird Registration fee is RM650 per participant until 30 June 2012.
- \* 5% discount will be given for group registration with 3 or more participants (excluding student).
- \* Registration fee is inclusive of lunch, refreshment and conference materials. Registration fee does not include accommodation

### METHOD OF PAYMENT

- \* Conference fee must be made prior to the event and made payable in RINGGIT MALAYSIA (RM).
- \* Employer registered with PSMB may deduct conference fee from employer's levy account.
- \* Payment can be made by cash or crossed-cheque made payable to "NATIONAL HRD CONFERENCE" RHB 2-14334-0000956-6
- \* Please mail the payment together with the registration form. Confirmation of registration will be issued once payment received.
- \* No registration will be processed without full payment.
- \* For government official(s), a local order or letter of approval must be presented before the conference.

### SUBSTITUTION OR CANCELLATION

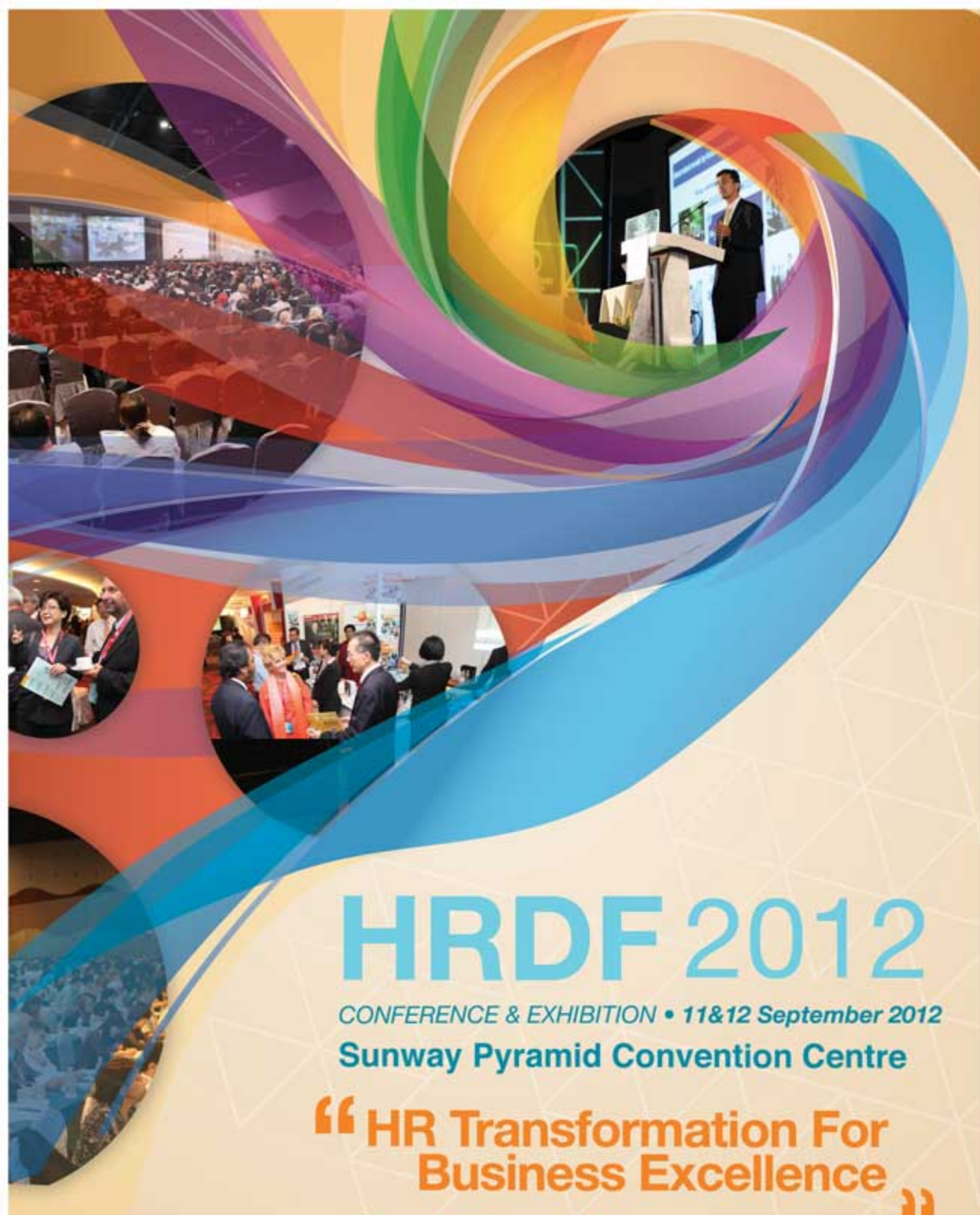
- \* Substitution or cancellation is only allowed before you received the confirmation letter and must be made in writing, via mail or fax before 1 September 2012.
- \* Any changes later than the date will not be entertained.
- DEADLINE FOR REGISTRATION**
- \* Due to limited seating capacity, acceptance to this conference will be treated on a "first come, first serve" basis.
- CONFERENCE ATTIRE**
- \* Business casual.
- ACCOMMODATION**
- \* Hotel arrangements and reservation should be made directly to the preferred hotel and not to the conference organiser.

Note : Participants are allowed to claim for airfare and daily allowance for 3 days inclusive of the day before the conference

PLEASE SEND OR FAX THIS FORM TO

MARKETING COMMUNICATION  
 PEMBANGUNAN SUMBER MANUSIA BERHAD  
 KEMENTERIAN SUMBER MANUSIA  
 WISMA HRDF  
 JALAN BERINGIN, DAMANSARA HEIGHTS  
 50490, KUALA LUMPUR

Tel : 03-2096 4651/4958/4626  
 Fax : 03-2096 4907/4846  
 03-2087 6388/6364  
 Email : razif@hrdf.com.my  
 nurulafifa@hrdf.com.my  
 mhaftzee@hrdf.com.my



# HRDF 2012

CONFERENCE & EXHIBITION • 11&12 September 2012  
 Sunway Pyramid Convention Centre

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