

PRESENTS

BUILDING A STAND-OUT BRAND GLOBALLY



**EARLY REGISTRATION
is now open**

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SAVE THE DATE
8 DECEMBER 2014
SALOMA BISTRO

EVENT PROGRAMME

8.00 am – 9.00 am	Registration
9.00 am – 9.20 am	Welcoming Remarks <i>Tan Sri Datuk Seri Dr Ng Yen Yen, Chairman, Tourism Malaysia</i>
9.20 am – 9.40 am	How Do You Make Your Brand Stand Out From the Crowd? <i>Mr. Marcus Luer, Founder and CEO of Total Sport Asia</i>
9.40 am – 9.50 am	Q&A
9.50 am – 10.10 am	How Effective are Rankings in Branding? <i>Ms. Chew Bee Peng, CEO, The BrandLaureate</i>
10.10 am – 10.20 am	Q&A
10.20 am – 10.40 am	Tea Break
10.40 am – 11.10 am	Is Your Brand Occupying the Correct Niche? <i>Mr. Peter Gan, CEO, Brand Solutions For Hire Sdn Bhd</i>
11.10 am – 11.20 am	Q&A
11.20 am – 11.40 am	The Art of Rebranding <i>Mr. Sam Sarujee, Founder for LC Hospitality Management and Hospitality Brand Master, Brand Geeks Inc</i>
11.40 am – 11.50 am	Q&A
11.50 am – 12.10 pm	Building BrandVantage Across Borders <i>Mr. Shen Chang, Country Head, MakkiMakki</i>
12.10 pm – 12.20 pm	Q&A
12.20 pm – 2.00 pm	Networking Lunch
2.00 pm – 2.20 pm	Building an Asia-Pacific Brand through M&A or on Our Own <i>Mr. Samir Dixit, MD, Brand Finance Asia Pacific</i>
2.20 pm – 2.30 pm	Q&A
2.30 pm – 2.50 pm	Effective Branding Image for Hospitality <i>Mr. Silmy. M. Sadek, Chief Geek, Brand Geeks Inc.</i>
2.50 pm – 3.10 pm	Q&A
3.10 pm – 3.30 pm	Crisis Management on Your Brand <i>Mr. Andy See Teng Leng, MD, Perspective Strategies Sdn Bhd</i>
3.30 pm – 3.40 pm	Q&A
3.40 pm – 4.10 pm	Tea Break
4.10 pm – 4.30 pm	Live Your Brand <i>Janet Lee, CEO, 95% Corporate Trainings</i>
4.30 pm - 4.45 pm	Q&A and Closing Remarks

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REGISTER NOW

COMPANY DETAILS

Name

Industry

Address

Postcode

Country

Tel

Fax

ATTENDEE DETAILS

Name

Job Title

Tel

Email

COURSE FEES

Book and pay by 21 November 2014, entitles RM600/S\$240 per delegate. 21 November 2014 onwards RM680/S\$270 per delegate. Limited seats available. First come first serve basis.

For registration, email to kaarriena@malaysiaproertyinc.com or call +603-77241878 or fax to +603-7724 1877.

PAYMENT DETAILS

All cheques must be crossed and made payable to Malaysia Property Incorporated. The details are as below:

Acc. name : Malaysia Property Incorporated

Acc. no : 316-207-8319

Bank : Public Bank Berhad

Please send a copy of your payment slip to Ms Hanani (hanani@malaysiaproertyinc.com)