

SALES & MARKETING CONFERENCE 2018



STAND OUT & BE RELEVANT IN THE INDUSTRY 4.0

18 & 19 JULY 2018 • PULLMAN BANGSAR HOTEL (KL)

TOPICS COVERED



Sales coaching and training methodologies



Data, artificial intelligence (A.I.), and predictive analytics



Account-based marketing (ABM) tactics



The power of mindset to achieve peak sales performance

Supporting Partners



PROGRAM DETAILS



WED, 18 JULY '18
(Journey to Sales Enlightenment)

THURS, 19 JULY '18
(Road to Marketing Mojo)

7.30am Registration Begins

8.45am Welcome Address
by Mr YK Lai,
Managing Director, MyFreelys Academy

8.55am Keynote Address & Official Opening
by Datuk Michael Kang, The National President of
SME Association of Malaysia

9.10am Sales Strategies: The Sun Tzu's Art of War
Methodology
(Know your yourself, know your enemy, 100 battles
& 100 victories)
by [PONG CHONG KEN (MII-LUTCF (USA),
ICFA-CII(UK) CMFA, Meta NS-NLP]

10.10am Coffee Break & Networking

10.40am Mastering the Secrets of Top Sales Performers like
Ninja
by [HANZO NG] of Sales Ninja Training

11.40am Managing Objections like a Silat Master while
maintaining excellent customer services
by [STE AZAHAREE] of Akademi Ushawan Mikro

12.40pm "All that we do, is not for today, but for tomorrow
(the future)." - Ip Man. "Raising RM1 million in a day!
How do you SELL your company equity like this?."
by [EFFON KHOO] of Kakitangan.com

1.40pm Lunch

2.40pm Read the signs like Professor Charles Xavier
(of X-Men). Are you boring your customer or
otherwise?
by [ZARINA ZAINAL], Certified Professional Trainer
(Malaysian Human Resources Development
Corporation)

3.40pm Deadlock, Impasse, Stalemate... Break 'em free.
I am here to negotiate and to close the deal like
"The Negotiator".
by [DR. HARJIT S. SIDHU] (FCCA, PhD)

4.40pm Tea-break

5.10pm "Brand It" like Beckham. What Does It Mean to Dress
for Success?
by [MATTHEW CHONG] founder & CEO at Brandker

6.10pm Closing Day 1

8.30am Registration Begins

9.00am A tale of the Beauty & the BeaSt. A Business & its
Sales runs on MARKETING. Do you? Find out how
this 'Belle' market and distribute her beauty product
aggressively on a BEAST mode throughout the
[REGION] by [LEZA PARKER] of SC Beauty Network Pte Ltd

10.00am Coffee Break

10.30am POSITION! (X3) Locating the sweet spot in between
traditional advertisers, brands and one of the largest
but hardest to reach target audience - the 18 to
34-year-old. Can you hyper-localized branded content
that engages, entertains and backed up with data
insights by [MUNYEE LAU] Country Manager of MGAG
Media Sdn Bhd

11.30am Are SEO and FB Paid Advertising still relevant today?
Let's demystify both...
by [RYAN NG] of OpenMinds Resources

12.30pm Meet the "Viral Specialists". Learn how they 'GAG'
more than 50 million viewers or more on their
respective creative contents.
by [Kokom & Mtas Production]

1.00pm Crouching INSTAGram, Hidden LinkedIn. The right
practices & ethics being a social media influencer
today! You Don't HARD SELL, You INFLUENCE ...
by [AZLEEN ABDUL RAHIM, Marketing Strategist |
Editor [LINA MAHMOOD, Founder of Lina ZBM
Ventures / PR & Social Media Influencer (Malaysia &
Worldwide)

1.30pm Lunch

2.30pm eMail Marketing vs Omni Channel Marketing - The
battle of Luke Skywalker vs Kylo Ren at Crait.
Whose FORCE is stronger? by [C.S. GILL] of Infinite,
global leader in Mobile Messaging

3.30pm You may not know how to "Kick-A\$\$" like Jackie
Chan but you can create a "Kick-A\$\$" and perhaps
an award winning creative content
by [ANDREW TAN] of Fishermen Integrated Sdn Bhd

4.30pm Tea-break

5.00pm "SHOW ME THE MONEY!" Analytics don't paralyze
you. Instead, they tell you where your money will
come next. by [DAVID ALAN BATES] of Fishermen
Analytics Sdn Bhd

6.00pm Lucky Draw & Closing. Tea & Close

SPEAKERS



Datuk Michael Kang
The National President of
SME Association of Malaysia



Pong Chong Ken
(MII-LUTCF (USA), ICFA-CII(UK)
CMFA, Meta NS-NLP]



Hanzo Ng
CEO, Sales Ninja Training



STE Azaharee
CEO, Akademi Ushawan Mikro



Effon Khoo
Founder & CEO, Kakitangan.com



Zarina Zainal
Certified Professional Trainer
(Malaysian Human Resources
Development Corporation)



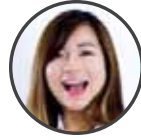
Dr. Harjit Sudhu
(FCCA, PhD)



Matthew Chong
Founder & CEO at Brandker



Leza Parker
SC Beauty Network Pte Ltd



Lau Mun Yee
Country Manager of MGAG
Media Sdn Bhd



Ryan Ng
OpenMind Resources



Mr. Kokom
Cocobee Studio



Muhammad Toha
Marketing Director
MTAS
Production Sdn Bhd



Azleen Abdul Rahim
Marketing Strategist | Editor



Lina Mahmood
Founder of Lina ZBM Ventures /
PR & Social Media Influencer
(Malaysia & Worldwide)



C.S. Gill
Infobit, Global Leader
in Mobile Messaging



Andrew Tan
Co-Founder & Creative Director
of Fishermen Integrated
Sdn Bhd



David Alan Bates
Head of Analytics & Optimisation,
Fishermen Analytics
Sdn Bhd



Meng Kheng Tan
Emcee/Actor/Host/VO Talent



HRDF
-MALAYSIA-

Claimable Under
Scheme SBL

COURSE FEE

Normal Price: **RM1,300** per pax

Early Bird (Individual): **RM1,100** per pax

Early Bird (*Group): **RM1,000** per pax

*Group: 2 pax and above within the
same group of companies

**Early Bird Rate (both individual &
group) ends on 15 May 2018



AUDIENCE:

CEOs/CSOs/CMOs, VPs/Directors/Managers of Sales, Operations,
and Marketing

TOPICS:

Leadership insight, sales-management challenges, alignment with
marketing, sales enablement, sales strategy and executive,
customer management, social selling, coaching, and sales
effectiveness

DESCRIPTION:

This is a high profile sales & marketing conference held in
Kuala Lumpur, Malaysia.

The Sales & Marketing Conference 2018 focuses on helping sales
leaders leverage sales techniques, technologies and strategies to
optimize operations, enablement, and marketing performance.

This Conference can be described as "a fantastic experience",
where it'll have tremendous impact on your network as you are able
to meet various sales and marketing professionals. The
key-speakers are personally handpicked based on their past
experience, accolades and awesome track-records in their
respective fields and industries. Be prepared to be WOWED in this

Nomination Form:

Note: Please email the completed registration form to admin@hrdftrainings.my. Payment can be made via bank transfer or cheque in
favour of UNI TRAINING ACADEMY SDN BHD. Employers contributing to HRDF may claim the seminar rate subject to a maximum of
RM1,300 per day. Cancellations made on or before the **25th May 2018** (Friday) will be subjected to a cancellations fee of **RM500** per
delegate. There will be no refund for cancellations made after **25th May 2018** (Friday) and the Management reserves the right to
charge full payment for all cancellations made after **25th May 2018** (Friday).

Data Protection:

By signing up for this public training program, participants give their consent for their database to be used and passed to selected third
parties by the organizer (Uni Training Academy Sdn Bhd) to assist in communicating information which may be deemed to be of
suitable interest to the participant.

REGISTRATION FORM



Name of delegates :

(1) _____

Designation : _____

E-mail : _____

H/P No : _____

Are you a vegetarian?

Yes No

(2) _____

Designation : _____

E-mail : _____

H/P No : _____

Are you a vegetarian?

Yes No

Contact person :

Name : _____

E-mail : _____

Tel / H.P No : _____

Company Name and Address

Tel / H.P No : _____

Affix Co. Stamp

ARE YOU THE TOP SALES PERSON IN YOUR COMPANY AND INDUSTRY?

If you are, we want to ACKNOWLEDGE you!



Nominate yourself and stand a chance to win an award & recognition in this Sales & Marketing Conference 2018 in front of hundreds of delegate as witnesses.

There are only 18 awards to be given during the 2 days conference.

Nominee's Details:

1) Name (As per IC): _____

2) Company Name: _____ 3) Company Office Number: _____

4) Email Address: _____ 5) HP Number: _____

6) Industry (Please select from the list below):

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Oil & Gas/Mining & Quarrying | <input type="checkbox"/> Hotel | <input type="checkbox"/> Air Transport | <input type="checkbox"/> Telecommunication |
| <input type="checkbox"/> Freight Forwarding | <input type="checkbox"/> Shipping | <input type="checkbox"/> Postal or Courier | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Computer Services | <input type="checkbox"/> Energy | <input type="checkbox"/> Training | <input type="checkbox"/> Higher Education |
| <input type="checkbox"/> Direct Selling | <input type="checkbox"/> Port Services | <input type="checkbox"/> Research & Development | <input type="checkbox"/> Warehousing Services |
| <input type="checkbox"/> Security Services | <input type="checkbox"/> Railway Transport Services | <input type="checkbox"/> Sewerage | <input type="checkbox"/> Private Hospital Services |
| <input type="checkbox"/> Commercial Land Transport | <input type="checkbox"/> Driving School | <input type="checkbox"/> Tourism Enterprise | <input type="checkbox"/> Veterinary Services |
| <input type="checkbox"/> Information Services | <input type="checkbox"/> Franchise | <input type="checkbox"/> Building & Landscape Services | <input type="checkbox"/> Early Childhood Education |
| <input type="checkbox"/> Event Management Services | <input type="checkbox"/> Health Support Services | <input type="checkbox"/> Sale & Repair of Motor Vehicles | <input type="checkbox"/> Sale of Financial Products |
| <input type="checkbox"/> Private Broadcasting Services | <input type="checkbox"/> Food & Beverages Services | <input type="checkbox"/> Water Treatment & Supply | |
| <input type="checkbox"/> Engineering Support & Maintenance Services | | <input type="checkbox"/> Waste Management and Material Recovery Services | |
| <input type="checkbox"/> Hypermarket/Supermarket & Departmental Store Services | | <input type="checkbox"/> Sale (including leasing) of Commercial & Private Properties | |
| <input type="checkbox"/> Gas, Steam & Air-Conditioning Supply | | | |
| <input type="checkbox"/> Production of Motion Picture, Video & Television Programme, Sound Recording & Music Publishing | | | |
| <input type="checkbox"/> Manufacturing (Please Specify): _____ | Others (Please Specify): _____ | | |

7) Product Name & Type: _____ 8) Personal Sales Generated (for 2017): _____

Note: Kindly provide your corporate photo (softcopy) to us. The organizer reserves the rights to check your indicated sales figure with your company's personnel for verification purposes and disqualify any nominees who provides false information. The organizer's decision is final and no correspondence will be entered into by the organizer in relation to that decision. All nominees are subjected to the terms & conditions given.