

A First Step Towards Mastering Successful Entrepreneurship



A Continuing Professional Development Seminar
Organised By **weddingsmalaysia**
05 October 2009 (Monday, 9am—5pm)
at
Holiday Inn Glenmarie Kuala Lumpur

Participation Fee @ **RM220** per pax inclusive of lunch and 2 tea-breaks
Early Bird Registration before 30 September 2009 @ **RM200** per pax
Group Purchase @ 5 pax + 1 pax FOC

Tickets can be purchased with cash payments at



B-08-3A, Block B, 3 Two Square,
Jalan 19/1, 46300 Petaling Jaya.
Tei: 60 3 7960 6480



No. 21-1 (First Floor), Jalan PJU 5/21,
The Strand, Kota Damansara, 47810 Petaling Jaya,
Tel: 60 3 6142 6818

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Official venue:



WeddingsMalaysia wishes to alert you on our upcoming CPD seminar titled 'A First Step Towards Mastering Successful Entrepreneurship' which will take place on **05 October 2009** at the **Holiday Inn Glenmarie Kuala Lumpur**.

This unique seminar will educate from aspects of entrepreneurship awareness, development of analytical and creative skills, and encouraging self-development of participants into entrepreneurial business owners or employees. Our panel of specially invited speakers will take us back to the basic aspects of entrepreneurship in the areas of branding, communication, accounting, and marketing.

Seminar Topic 1

BRANDING 101 : WHAT YOU NEED TO KNOW

Your brand is the core of your business, your reputation, your products, of you and your staff. It is what the community thinks of your work and how they talk about you and your business to their friends and associates. So how does your business brand measure up? Are you managing your brand, or is it managing you?

Why branding

- Reputation, image, managing perceptions
- Differentiating yourself
- Focus on your message and your mission
- Project credibility, develop loyalty
- Make emotional connections

Defining your brand

- Unique Brand Proposition
- Brand positioning

Developing your brand

- Your brand values
- Connecting people to your brand, logically & emotionally
- Importance of brand strategy
- Define your brand

Packaging your brand

- Brand identity

Communicating your brand

- Making your brand presence felt
- Utilize the media
- Consumer touch point



By Benjamin Thain of Accentual Creative

Ben is a Creative Consultant who is passionate about his craft, inspired by life, driven by excellence, and meticulous in nature. He has been charting his path in the advertising and brand communications industry since early 1993. Embracing his passion and talents through a diverse and extensive portfolio, he is known to be one of the youngest and most promising creative talents in Malaysia.

After graduating in Communication Arts from The One Academy in 1996, he gathered experience in the Malaysian advertising scene with prominent local agencies, and onto corporate communications with a few multinational companies.

In 2000, he founded the creative hotshop, A Brand Communications where he has played a prominent role in creative building notable brands such as The Tamadam Group, Patchi, Piccolo Hotel (to name a few). Over the years, Ben has carved a niche in the cosmetics industry, working extensively on international brands such as Maybelline New York, Redken NYC, Anna Sui Cosmetics, L'Oréal, and many more.

At the turn of 2009, he was inspired to grow his company into an integrated creative agency, Accentual which brings together brand development, design solutions, interactive and new media.

Seminar Topic 2

MANAGING SUCCESSFUL START UP THROUGH SENSE

This is an introductory seminar designed to answer some basic questions for the budding entrepreneur, such as: What is the difference between a sole proprietor/partnership vs. company? What is suitable for my set up and what are the pros and cons that I should be aware of? What should I do to ensure my business is a success? Do I know which area I need help most?

- Hard Questions to ponder before taking the plunge
- Establishing Business Concepts, Values, and Goal Setting
- Budgeting and Forecasting – Identifying working capital, breakeven point
- SWOT analysis – personal & business
- Types of business entities in Malaysia
- Setting the framework right
- Basic business strategies for new start up
- Surviving and succeeding in challenging times
- Staying Positive and Motivated
- Essential personal attributes – effective management
- Importance of having a panel of counsel



By Christina Ngo of Furze Solutions

Christina is a solution-driven business executive with more than 20 years of working experience in private SMEs covering startup, turnaround, revitalization and accelerated growth. She comes with a successful 8 years track record of profitable small business management, predominantly of foreign investors in Malaysia. Flexible and versatile; Christina remains objective and maintains a sense of humour when put under pressure. Poised

and competent with demonstrated ability to easily transcend cultural differences, Christina possesses the ability to understand and anticipate business needs beyond the obvious.

Seminar Topic 3

MEDIA COMMUNICATION

The talk gives you an overview of how to prepare for your media communication needs and how to optimize the opportunity when media opportunities arise.



- Emerging media trends and the impact of digital media on traditional/mainstream media
- The role of media in advertising
- What are the key characteristics of media and how will it impact media selection?
- What is media planning?
- What should advertisers/marketers do prior to advertising?

By Dore See Loke of MediaCom

Dore See is the General Manager of Mediacom Malaysia, a media specialist agency that is part of the WPP group of companies. She has over 15 years experience in the advertising industry, having worked with client across multiple categories from FMGCs to financial institutions.

Dore See started her career with Survey Research Malaysia, now known as Nielsen Media Research and first gained her media knowledge working on the Television Audience Measurement and Radio Diary Survey.

She holds a Bachelor of Economics (Hons) with Universiti Kebangsaan Malaysia, majoring in Statistics and has earned a Master of Business Administration from University of Dubuque, Iowa.

In 1997, Dore See joined Mediacompete Malaysia as Media Manager and rose to the ranks of Head of Division. She also spent 2 years with Mediacom Australia before returning to Malaysia in 2003. She has since joined Zenithmedia as Planning Director, handling luxury brands under the LVMH portfolio, Dutch Lady, Petronas Dagangan, Korea Tourism Organization and Toyota/Lexus/UMW. In mid 2008, she rejoined Mediacom as Business Director.

Seminar Topic 4

DESIGNING THE DREAM : STOP MARKETING, START CONNECTING

When we talk of marketing our business, most of us get caught up in the tools ie. the brochures, the cards, the stickers etc. But your most important marketing tool for your business is between your ears - your extensive knowledge.

People don't want to be sold, they want to be helped. The speaker will share with you the following marketing insights:

- Why price cutting is a near-death experience
- Ask and you shall receive
- Finding your niche

By Faridah Hameed of WowXperience!

Faridah is the Founder of WowXperience! which offers innovative professional workshops/seminars in marketing/branding/communication. WowXperience also offers specialized programs for women to help them own their power as the catalyst of transformation for themselves, the community and the world.



An American-educated Mass Communication professional, she brings to her audience 20 years of real life practical experience - having worked for market leaders such as The New Straits Times, The Sheraton Hotel Group and one of the world's most globalized universities - Limkokwing University of Creative Technology (LUCT).

Faridah's passion, energy, subject matter expertise and inspirational training has earned her outstanding testimonials from CEOs, entrepreneurs, employees, educators, government agencies, non profit organizations and students from over 20 countries including Canada, USA, Mexico, Botswana, Kenya, Namibia, the Philippines, Singapore, India and Sri Lanka.

Seminar Topic 5

CRAFTING A CREATIVE DIGITAL MARKETING STRATEGY

Sit in for an easy-going (but extremely crucial) session to learn how you can fine-tune your digital marketing strategy.

A phrase we like to use is, "*An unfound business, will have unfound riches*" - you may have the best product or service, but if your prospects cannot locate you, you will not be able to sell to them.

These days, having a website is not enough! It's like buying a fax machine and expecting business.

There is a lot more that could be done to take your business to higher heights online but fear not, you do not have to be a master of it all. Learn how to create an audience and engage with them effectively.

Be prepared to walk out and resolve to change many of your online strategies. Beneath this short, catchy description lies a wealth of information - *stay tuned*.



By Alex Lam of Integricity Corporation

Adventure, entrepreneur, internet, social media, travel, photography, videography, exPC-now-Mac-user, Church2.0 and people are descriptive words that adorn [Alex's Twitter account](#) page. He has varied interests, but above all, his passion for all-things-media, his Lord, and his extremely talented wife, Grace supersede the the rest.

His current day job entails managing [Integricity Corporation](#) which has since evolved in the last 9 years, from a webhosting company, into a full-fledged digital interactive agency, amongst other ventures. Today, Integricity makes waves primarily on the web when setting free new campaigns so they can soar higher and achieve quantifiable results.