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BRANDING & MARKETING ASIA HIGHER EDUCATION CONFERENCE

DEVELOPING ACTIONABLE STRATEGIC PLANS WITH COMPETITIVE DIFFERENTIALS THAT DRIVE COLLEGES AND UNIVERSITIES' ENROLMENT

CONFERENCE

Venue: **JW MARRIOTT HOTEL, KUALA LUMPUR, MALAYSIA**

Conference Date: **22-23 MARCH 2010**
Post-Conference Workshop: **24 MARCH 2010**

TAKE AWAY SOLUTIONS FOR THE FOLLOWING CHALLENGES:

- ✓ Building strong university brands
- ✓ Effective use of social media as a marketing tool
- ✓ Long term strategic planning and updates on latest trends
- ✓ Internationalisation and collaboration
- ✓ Driving recruitment and admission
- ✓ Measuring marketing and branding KPIs
- ✓ Various branding and marketing approaches
- ✓ Strategic corporate planning
- ✓ Evaluating brand identities

EVENT HIGHLIGHTS:

- 2-DAY INTERACTIVE CONFERENCE
- 20 OVER INTERNATIONAL SPEAKERS
- 20 OVER CASE STUDIES & SOLUTIONS-DRIVEN PRESENTATIONS
- 2 PANEL DISCUSSIONS
- 16 HOURS OF NETWORKING OPPORTUNITIES

KEY SPEAKERS INCLUDE:

MALAYSIA

- President/Vice Chancellor → Open University Malaysia
- Pro Vice Chancellor/Chief Executive → Curtin University of Technology, Sarawak Malaysia
- Founder and President → HELP University College
- Director → National Higher Education Research Institute, Universiti Sains Malaysia
- Pro Vice Chancellor & Chief Executive → Swinburne University of Technology, Sarawak
- Vice President of External Relations → AIESEC, Universiti Utara Malaysia
- Deputy Vice Chancellor/Vice President, Operations → Wawasan Open University
- President/CEO → Asia e University

SINGAPORE

- Chief Executive Officer → Informatics Education
- Associate Professor, Corporate Communication Practice → Singapore Management University

AUSTRALIA

- Chief Marketing and Strategy Officer → University of Southern Queensland

THAILAND

- Director → Southeast Asian Ministers of Education Organisation (SEAMEO) Regional Institute of Higher Education Development (RIHED)

UNITED KINGDOM

- Chief Executive → The Observatory on Borderless Higher Education (OBHE)

PHILIPPINES

- Corporate Planning Team Leader → University of Asia and the Pacific
- Director, University Development → De La Salle University-Dasmariñas

Join Higher Education Leaders across the globe as they share cutting edge solutions, tools and techniques to market and brand your institution.



PARTICIPATING UNIVERSITIES AND INSTITUTIONS:



ORGANISED BY:



SUPPORTING ORGANISATIONS:



SPECIAL DISCOUNT TO MEMBERS

OFFICIAL MEDIA PARTNERS: University World News, MANAGEMENT SYSTEMS, GoingtoMeet.com



BRAND BUILDING PROCESS FOR COLLEGES AND UNIVERSITIES

DAY ONE • 22 MARCH 2010 • MONDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 CHAIRMAN WELCOME AND OPENING ADDRESS



Susan Wan Pei Yee, *Marketing Manager*
(Former Manager, International Branding from Monash University)
The Alice Smith School

INTERNATIONALISATION AND PARTNERSHIP

9.10 **KEYNOTE ADDRESS:**
POSITIONING AND BUILDING PARTNERSHIPS IN INTERNATIONALISING HIGHER EDUCATION



- Key drivers in the expansion of cross-border education
- Response of national governments and universities in the region
- Issue and challenges in the Malaysia context
- Rationale for collaboration and modes of educational partnership
- Sustaining the partnership
 - ✓ Importance of networking
 - ✓ University becoming entrepreneurial
 - ✓ Championing quality
 - ✓ Need for branding
 - ✓ Leveraging on technology

Professor Emeritus Anuwari Ali, *President/Vice Chancellor*
Open University Malaysia
and *Executive Committee Member*

Asian Association of Open Universities (AAOU)

Professor Emeritus Anuwari Ali, currently the President/Vice Chancellor of Open University Malaysia (OUM), has been holding the post since January 2004. He is also the Group Chief Executive of this holding company, METEOR. Prior to the current appointment, he was the Vice-Chancellor of Universiti Kebangsaan Malaysia (UKM) for a period of five years (1998-2003). Currently, he is also the Chairman of the Advisory Panel of the Malaysian Institute of Economic Research (MIER); Member of the Governing Board of the International Medical University (IMU); Board Member of the Capital Market Development Fund (CMDP); and an Executive Committee Member of the Asian Association of Open Universities (AAOU).

9.45 **HARMONISATION OF HIGHER EDUCATION: AN UPDATE ON ITS LATEST TRENDS AND DETERMINING ITS FUTURE**



- What is HHE?
- Why does SEA need HHE?
- Who are the key players
- What steps have already been taken by Southeast Asian Ministers of Education Organisation (SEAMEO) Regional Institute of Higher Education Development (RIHED) since 2007?
- What are the ways forward?

Professor Dr. Supachai Yavaprabhas Ph.D., *Director*
SEAMEO Regional Institute of Higher Education Development (RIHED), Thailand, Former Executive Director of ASEAN University Network (AUN)
Professor Dr. Supachai Yavaprabhas was appointed Director of SEAMEO RIHED in 2005. He is also concurrently a Professor in Public Administration, Faculty of Political Science, Chulalongkorn University. Previously, he was an Executive Director of ASEAN University Network (AUN) from 1997-2005 and former Vice-President for International Affairs, Chulalongkorn University. His research interests include public sector reform, especially in the sector of higher education, basic education, and public health.

10.20 **QUESTION AND ANSWER SESSION FOLLOWED BY REFRESHMENT AND NETWORKING OPPORTUNITIES**

REPUTATION

10.35 **QUALITY CHALLENGES IN THE HIGHER EDUCATION-ACCREDITATION**



- The critical role of accreditation in assuring quality in higher education
- Having a strong quality assurance framework which protects the quality of higher education
- How can accreditation standards and processes be made more consistent to support greater transparency and greater opportunities for credit transfer between accredited institutions?
- How can the accreditation system be held more accountable

Professor John Evans, *Pro-Vice Chancellor/Chief Executive*
Curtin University of Technology, Sarawak Malaysia

Previously (2004-2005), Professor John Evans was Head of the Department of Finance & Banking at Curtin University of Technology, Bentley Campus. For the three years prior to this John was Dean at the University of Wollongong, Dubai Campus. He is a Fellow of the Australian Society of Accountants and a certified practising accountant, a Fellow of the Institute of Chartered Secretaries

11.10 **CRITICAL SUCCESS FACTORS IN POSITIONING MALAYSIA AS A REGIONAL EDUCATION HUB**



- Quality and reputation of the academic staff
- Enhancing research and innovation
- Academic programmes of choice and relevance
- Strong leadership and management
- Strategic partnerships with industry and other stakeholders
- Excellent infrastructure and state of the art facilities
- Financial independence

Datuk Dr. Paul Chan, *Founder and President*

HELP University College

Dr. Chan has an interesting career as an academic, economic advisor, and entrepreneur. An eminent educationist, he has set up and consulted for many tertiary institutions in Asia and US. A major input of his is the accreditation exercise and the quality assurance management process. He has done this with international institutions and Government accreditation bodies for various colleges and universities. He is also advisor to several Chinese universities and educational institutions in China, US and Australia.

11.45 **PANEL DISCUSSION:**
DEVELOPING STRATEGIC BRAND IDENTITIES FOR UNIVERSITIES - WHAT WORKS AND WHAT DOESN'T



- Exploring the attributes of a successful brand identity
- Linking the brand identity processing to the prospects' decision making process
- Understanding how salient components of a brand identities can be triggered and recall
- Differentiating a brand based on its unique identity in the higher education industry

Panelists:

Professor Gregor Half, *Associate Professor of Corporate Communication Practice, Area Coordinator for Corporate Communication*
Singapore Management University

Oliver E. Ngodo PhD, *Department of Human Resource Development*
Faculty of Cognitive Science and Human Development, University of Malaysia Sarawak

Datuk Dr. Paul Chan, *Founder and President, HELP University College*

12.20 **QUESTION AND ANSWER SESSION FOLLOWED BY NETWORKING LUNCHEON**

GLOBAL BRAND BUILDING

1.35 **LONG TERM STRATEGIC PLANNING IN BUILDING CORPORATE BRAND FOR HIGHER EDUCATION**



- A powerful vision for the future is essential to the success of a corporate brand
- The importance of having clear objectives and identifiable goals for the brand to work towards
- Gain valuable insights in overcoming obstacles in a changing market place

Prof. Morshidi Sirat, *Director, National Higher Education Research Institute (IPPTN), Universiti Sains Malaysia*
and *Dean of Research, Social Transformation Research Platform, Research Platform Office, Universiti Sains Malaysia*

Prof. Morshidi Sirat is Professor and Director of the National Higher Education Research Institute (IPPTN) at Universiti Sains Malaysia, Penang. He was first appointed director of IPPTN in April 2002. As Director of IPPTN, he sits on various regional and national committees which deliberate on higher education policy directions in Malaysia and the region. Dr. Morshidi's research interests include comparative international higher education, the construction of national and regional knowledge spaces, and governance in institutions of higher education.

2.10 **GLOBAL CONNECTIONS - GLOBAL BRANDING: STRATEGIES, TRENDS AND POLICIES FOR INTERNATIONAL HIGHER EDUCATION**



- Does your university belong in the global higher education marketplace?
- Does your branding strategy position your institution as a reputable and quality leader?

- What are effective strategies for building global brand, expanding international scope, and delivering higher education to international students on-campus and off-shore?

CASE STUDY

- Issues related to quality assurance and accreditation, open and distance learning, regulatory and qualification frameworks, and creating global partnerships
- Is our university perceived by our key constituencies in similar ways as we perceive our university? Why or why not?

Dr. Don Olcott, Jr., Ed.D., FRSA, *Chief Executive*

The Observatory on Borderless Higher Education (OBHE), UK

Dr. Don Olcott is past Chairman of the Board of Directors of the United States Distance Learning Association (USDLA) and served as USDLA president from 2006-07. He serves on the Executive Committee of the UK's Council of Validating Universities (CVU), advisory committee of the U of London's Distance Education Centre, and as a member of the external Strategy Group of the Open University. He is a Fellow of the Royal Society for the Arts (FRSA). He also serves on the HEFCE Online Learning Taskforce and the British Council's International Indexing committee.

2.45



CASE STUDY

BUILDING A STRONGER BRAND AND MAKING IT MORE RELEVANT IN A BORDERLESS HIGHER EDUCATION MARKET

Branding an institution of higher learning has been claimed to be an easy task. But how do you make the brand strong, sustainable and relevant in the competitive higher education landscape is an uphill task especially in making it appealing to the Gen Y. As education is intangible, how does one develop and manage it in oppose to other major global brands where the brand is said to be worth more than the company itself.

- What's the value of your brand in the current education landscape
- Making your brand relevant to your students at the point of acquisition till retention for future studies. What's their brand experience
- Building blocks in creating a strong brand
- Top-down management approach vs bottom-up approach. Which works best in keeping the brand alive
- Pitfalls to avoid in making the brand relevant and able to withstand the test of time in higher education

Susan Wan Pei Yee, *Marketing Manager*

(Former Manager, *International Branding from Monash University*)

The Alice Smith School

Susan Wan possess more than a decade wealth of marketing experience in services marketing with seven years of solid exposure in higher education industry. She is heavily involved in marketing, branding and recruitment of a local private university in Malaysia and a renowned international Australian university. She is currently heading the marketing department of a British international school, an established school for the elites and expatriates in Malaysia. Prior to her current role, Susan has managed various services related brands which includes Monash University, Universiti Tun Abdul Razak, Sunway Lagoon Resort Hotel & SPA and A&W. She has conducted various researches and consultancy works with the employing companies, SMEs, Malaysia's National Entrepreneur Development Corporation (Perbadanan Usahawan Nasional Bernad, PUNB) and in completing her masters' degree study with a European university.

RECRUITMENT AND ADMISSION DRIVE

3.20



EXPERIENCES AND EXPECTATIONS OF ONLINE ADMISSION IN ASIA HIGHER EDUCATION INSTITUTIONS

- The specific types of functionality needed to effectively build relationships with prospective students
- Issues and opportunities when using online admission
- How the use of this technology support recruitment & admission activity

Marco M. Polo, *Director for University Development*

De La Salle University – Dasmariñas, Philippines

3.55

QUESTION AND ANSWER SESSION FOLLOWED BY REFRESHMENT AND NETWORKING OPPORTUNITIES

4.10



CASE STUDY

DRIVING RECRUITMENT AND ENROLMENT EFFECTIVELY THROUGH BUILDING STRONG COLLEGE AND UNIVERSITY BRANDS

- What are the major factors that influence students' decision to enroll in a particular institution?
- What was their perception of the institution they are now enrolled in prior to their decision to enroll in it?
- What is their perception of the institution now?
- What branding strategy do these institutions have?
- What marketing communication strategies do the recruitment agencies that recruit on behalf of the institutions employ to secure enrolment for the institutions?

Dr. Oliver E. Ngodo PhD, *Department of Human Resource Development Faculty of Cognitive Science and Human Development*

University of Malaysia Sarawak

Dr. Oliver Ngodo earned his PhD in the research field of Transformational Leadership. He also teaches International Marketing and Branding in the MBA Programme of the Southern Cross University Australia in partnership with INTI University College Sarawak Malaysia. Dr. Oliver was born in Nigeria and worked there for several years as teacher, researcher, administrator and political leader. He now resides in Malaysia. He is author of four books and several scholarly articles.

4.45

ENSURING STUDENT RETENTION BY ALIGNING STUDENT EXPERIENCE WITH SCHOOL BRANDING

- Ensuring that branding strategies have support from all arms of the university to provide students with the advertised experience
- Detailing how to make your brand engaging while based on campus reality
- Examining how to create a successful brand based on daily campus life



CASE STUDY

Professor Helmut Lueckenhausen, *Pro Vice Chancellor & Chief Executive Swinburne University Of Technology, Sarawak*

Professor Lueckenhausen has been acting PVC and CE of Swinburne Sarawak since August 2006 and was appointed to the position in his own right in January 2007. Consequently he has stepped down as Dean of the Faculty of Design, Chair of Academic Board, member of Council and member of the Board of the National Institute for Circus Arts. However, he continues his activity in the design discipline on behalf of Swinburne through his representation at CUMULUS, previously the European and now the International organisation for Schools of Art and Design. His international track record includes setting up programmes in Hong Kong, Malaysia, and from 2007, Singapore.

5.20



USING AN EFFECTIVE POSITIONING STRATEGY TO IMPROVE ENROLMENT LEVELS AND FUNDING

- Undertaking an effective positioning strategy
- Aligning brand with mission, vision, values and goals
- Incorporating branding into an overarching business strategy
- Using branding to create a coherent and accurate means of communicating the essence of a higher education institution

Dr. Seah Soo Aun, *Deputy Vice Chancellor/Vice President, Operations, Wawasan Open University*

Dr. Seah has recognised tertiary qualifications in business administration and marketing in undergraduate and postgraduate levels from USA and Australia. He has over 15 years of hands-on experience in marketing management, with key focus in areas of product development, pricing management, advertisement and promotions, channel management and distribution, sales management, database marketing, Customer Relationship Management (CRM), direct marketing – both print and online, above-the-line and below-the-line activities, online marketing experience, SEO, online contest campaign, online advertisement and publicity.

6.00

END OF DAY ONE

DAY TWO • 23 MARCH 2010 • TUESDAY

8.30

MORNING COFFEE AND NETWORKING OPPORTUNITIES

9.00

CHAIRMAN WELCOME AND OPENING ADDRESS

Sally Lim

Vice President of External Relations

AIESEC, Universiti Utara Malaysia



STRATEGIC PLANNING AND MARKETING

9.10

LEARNING TO MARKET STRATEGICALLY & COMPETITIVELY: EMBRACING INTEGRATED MARKETING WITHIN HIGHER EDUCATION SECTOR

- Involving your marketing department in product management, portfolio management and new product development
- Examining how to involve pricing, experience management and application processing within the marketing umbrella
- Integrate a range of experiences to ensure the core brand promise is being delivered

Ian Olton, *Chief Marketing and Strategy Officer*

University of Southern Queensland, Australia

Ian Olton has worked in the energy and education industries. In both industries He has been involved with or responsible for the development of the organisation's marketing department. He has built or rebuilt three marketing departments. His goals are to enhance his strategy development and implementation expertise and in particular to learn how to operationalise a relationship strategy in a University by developing a new student management division. Ian's specialities include: Organisation strategy, services marketing, change leadership and management, brand management and brand development to lead and effect change.

9.45



CASE STUDY

EFFECTIVE MARKETING AND BRANDING IN PLANNING STRATEGICALLY FOR DEVELOPMENT OF HIGHER EDUCATION

- The future strategic directions of higher education
- How Asia e University position itself in the industry
- Effective planning strategies which universities should develop

Prof. Dato Dr Ansary Ahmed, *President/CEO*

Asia e University

Professor Dato Dr Ansary Ahmed served as a member of UNESCO Kornberg 21st Century Visionaries for Higher Education, represented Malaysia by serving as a member of Board of trustees Asean University Network. He was Project Director for Total e learning solution Ministry of Higher Education, Kingdom of Saudi Arabia. He has published more than 120 articles in International and local Journals.

10.20

QUESTION AND ANSWER SESSION FOLLOWED BY REFRESHMENT AND NETWORKING OPPORTUNITIES

10.35



STRATEGIC PLANNING AND DEVELOPMENT OF HIGHER EDUCATION- A GUIDE FOR SUCCESSFUL MARKETING IN MALAYSIA

- Successful marketing with effective strategic planning and development of higher education
- Public policies that rally the strength of Malaysia in higher education promotion
- Issues associated with internationalising the curriculum with provisions for globalisation and environmental sustainability that impact on the marketing of higher education in Malaysia

- Future directions of competitive higher education that serves as a guide for successful marketing of tertiary education

Prof. Datin Dr. Quek Ai Hwa

Dept. of Psychology, Faculty of Behavioural Sciences

HELP University College

Prof. Datin Dr. Quek Ai Hwa holds the Professorial Chair of Career Development at the Faculty of Behavioural Sciences, HELP University College. She is also a registered and licensed counsellor. She is also the recipient of several national and international awards including the UNESCO Award for promoting literacy; the Chancellor Award (UM) for her Ph.D. thesis; First Prize Award for Malaysia towards World Class Quality from the American Institute of Quality Control and Institute of Quality, Malaysia. She was appointed as a Member of the First Board of Counsellors, Malaysia by the Hon. Minister of National Unity and Social Development, Malaysia in 1998 for a term of two years and also served as a Committee Member in drawing up the Counsellor Act 580 of Malaysia.

11.10



CASE STUDY

UNIVERSITY-WIDE AND LONG TERM STRATEGIC PLANNING: THE FIRST STEP IN MARKETING THE UNIVERSITY TO DONORS

- Strategic planning: Building the case for support for fundraising
- The Balanced Scorecard and how it should be modified for not-for-profit organisations
- The four phases of strategic planning
- The roles of the strategic planning team
- Resources for strategic planning in universities, including the usage of international ranking benchmarks as strategic planning tools

Kahilil Corazo, *Corporate Planning Team Leader*

University of Asia and the Pacific, Philippines

Kahilil Corazo leads the team in the University of Asia and the Pacific that facilitates the long-term and university-wide strategic planning of the university. He is also involved in the fundraising back-end operations of the same university. Before moving into Higher Education, Kahilil worked in two Fortune 100 corporations, where he managed operations and projects of international scope. He is a certified Project Management Professional (PMP) of the Project Management Institute (PMI) and a Professional Member of the Council for Advancement and Support of Education (CASE). Aside from his work in the university, Kahilil consults companies in strategic planning.

MARKETING COMMUNICATIONS

11.45



COMMUNICATING THE VALUES AND BENEFITS OF HIGHER EDUCATION

- Using the right platform to convey message
- Targeting the right audience
- Evaluate and improve on result findings

Prof. Dr. Noraini Idris, *Dean-Faculty of Education*

University of Malaya

Prof. Dr. Noraini Idris was on the International Advisory Board, COSMeD, SEAMEO RECSAM, University Malaya. Noraini had also done research on Effect of Privatisation and International System of Higher Education Towards National Education and Intervention in primary school. Of recent years, she has won several awards which include: Bronze Medal - Research Project on Educational Opportunities for Children of Poverty in Malaysia, University of Malaya (2009), Silver Medal-Research project & invention: E-Assessment System for Tertiary Learning (EASTeL), University of Malaya (2009), Gold Medal E-Assessment System for Tertiary Learning (EASTeL), Faculty of Education, University of Malaya (2008).

12.20

QUESTION AND ANSWER SESSION FOLLOWED BY NETWORKING LUNCHEON

1.35



INTERNAL MARKETING BUY-IN FOR HIGHER EDUCATION

- The different type of marketing buy-in techniques
- Create customer value and drive profitable growth
- Aligning marketing with the organisation's business strategy

Gregory Tan, *Principal Consultant, BSG Communications*

and *Lecturer, Nanyang Technology University* and *Past President, Institute of Public Relations of Singapore* and *Former Chairman, Federation of ASEAN PR Organisations*

Gregory Tan was the past President of the Institute of Public Relations of Singapore (IPRS), as well as the former Chairman for the Federation of ASEAN PR Organisations (FAPRO). He sits on several advisory bodies like the Nanyang Technological University (Communications Studies), Guangzhou PR Association, Singapore Hospice Council, and St. Joseph Home. He lectures for Curtin University and Charles Stuart University of Australia, NTU and Nanyang Polytechnic and lectured for the University of Windsor (Canada) in media training and broadcasting.

NEW MEDIA

2.10



CASE STUDY

OPTIMISING THE VALUE OF SOCIAL MEDIA: LEVERAGING SOCIAL MEDIA TO MARKET HIGHER EDUCATION

- Reaching out to targeted audience for your college or university through the use of social media
- The various steps in becoming a social media guru
- Concerns and implications for adopting social media
- Illustrating best practices in the higher education industry

Sally Lim, *Vice President of External Relations*

AIESEC, Universiti Utara Malaysia

Sally Lim is the Vice President of External Relations in Local Committee Universiti Utara Malaysia. Her focus is on sales and marketing. Currently leading more than 6 teams in different projects to generate sustainable revenue in the project. She is also involved in the repositioning of her organisation towards their stakeholders, which includes the involvement in leveraging web 2.0 and social media as the medium of communication. They managed to maintain the growth of fans in their fanpage in Facebook. In merely 2 months, they managed to get more than 900 fans in the page - which includes their externals.

MAKING THE BRAND WORKS

2.45



MAINTAINING YOUR BRAND IN THE HIGHER EDUCATION INDUSTRY

- Role of the brand in higher education
- Approach to building global education brands
- Lessons and learnings - International and local higher education brands

Shauna Li Roolvink, *Chief Executive Officer*

Brandhub

3.20

QUESTION AND ANSWER SESSION FOLLOWED BY REFRESHMENT AND NETWORKING OPPORTUNITIES



CASE STUDY

UNDERSTANDING AND RECOGNISING VALUES IN BRANDS

- The success of the modern university lies in the sum of its stakeholder relationships
- Beyond the traditional notion, these stakeholders include not just students and the academic community, but also donors, opinion leaders, regulators, the business community, the media, government etc
- The key instrument for managing these relationships is a strong brand
- A strong brand has four benefits: It enables access to premium resources, it creates convening power, it creates leeway for the university and it makes the university less vulnerable in times of crisis

Professor Gregor Half, *Associate Professor of Corporate*

Communication Practice, Area Coordinator for Corporate Communication

Singapore Management University

Gregor Half is a professor with Lee Kong Chian School of Business, Singapore Management University, Corporate Practice. He's also an Area Coordinator of Corporate Communications. He is a member at the International Communication Association, Association for Business Communication, Deutsche Public Relations Gesellschaft (German Public Relations Society), Public Relations Institute of New Zealand, ICCO (International Communications Consultancy Organisation) & Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (German Society of Communication and Media Studies).

KPI AND ROI

4.10



CASE STUDY

MEASURING BRAND EQUITY AND MARKETING EFFECTIVENESS

- The different brand valuation methods
- The different elements of brand equity
- Focusing on qualifying, measuring and managing the equity elements of their brands to create value

Patrick Ho, *Chief Executive Officer*

Informatics Education

Patrick Ho is no stranger to the educational industry in Singapore. He was the CEO of Kaplan Singapore from 2005-2007. Between 2003 to 2005, he was the Senior Director - Operations of Singapore Manufacturers' Federation (SMA), CEO & Principal of SMA School of Management, Senior Director & Head of Dept of SMA Centre for Corporate Learning. Prior to these, he has over 20 years of business experience in various key management appointments, such as Marketing Director of Polycore Optical. He holds a Bachelor of Business Administration degree from National University of Singapore and a Master of Business Administration degree from Cranfield University, UK.

4.45



A BRANDING CAMPAIGN THAT CONNECTS WITH MULTIPLE STAKEHOLDERS AND DELIVERS A RETURN ON MARKETING INVESTMENT

- How to reposition your brand in the higher education industry
- Identifying who your main stakeholders are
- How an effective branding campaign can help your college or university to reposition itself in the industry

Mohd Hanif Mohd Helmi, *Head of Accounting Department*

Universiti Tun Abdul Razak

Mohd Hanif has accumulated over twelve years of experience in commerce, industry and academia and is much sought for his working insights into the Malaysian regulatory framework. Invitations from the many local institutes of higher learning, international forum organisers, the Securities Commission (SC) and the National Audit Academy and his works as a member of the Working Group-Conceptual Framework, of the Malaysian Accounting Standards Board (MASB), are testimonials of the respect he has earned in the fields of Financial Reporting Standards (FRS) and other regulatory areas.

5.20



PANEL DISCUSSION:

HOW TO EFFECTIVELY MEASURE THE SUCCESS OF YOUR MARKETING CAMPAIGNS

- What is worth measuring and what's not
- Discovering useful measurement tools
- Measuring both long term and short term brand promotions and what are the impact are

Panelists:

Professor Helmut Lueckenhausen, *Pro Vice Chancellor and Chief Executive*

Swinburne University Of Technology, Sarawak

Mohd Hanif Mohd Helmi, *Head of Industry Relations*

Universiti Tun Abdul Razak

Prof. Dato Dr Ansary Ahmed, *President/CEO*

Asia e University

6.00

END OF CONFERENCE

1/2-DAY POST-CONFERENCE WORKSHOP

24 March 2010 • Wednesday

"BRANDING FOR HIGHER EDUCATION"Led by Shauna Li Roolvink, Chief Executive Officer, **Brandhub****WORKSHOP AGENDA**

This is a half-day workshop designed principally to help Branding and Marketing Professionals gain a competitive advantage by positioning their organisation 'differently' in the Higher Education industry. Keeping the highest image is the biggest contribution these professionals can make to the business. This is an educational workshop to help the Branding & Marketing team better understand why they must DARE to be DIFFERENT to meet the daunting challenges ahead.

By the end of the workshop delegates will be able to:

- Better understand the various branding concepts
- Comprehend the brand building process in Higher Education
- Gain insights on case studies of other education brands
- Interact and discuss their views and opinions

ABOUT THE WORKSHOP LEADER

Shauna Li Roolvink
Chief Executive Officer
Brandhub

Shauna is the Founder & CEO of BrandHub, a strategic brand consultancy focused on developing and nurturing global Asian brands. BrandHub's clients include SingTel, Certis CISCO, Marina Bay Sands, International Enterprise Singapore, National Library Board, National Heritage Board, NUS School of Business, Senoko Power, Malaysian Agrifood Corporation and Ascott International. A 15-year veteran of business and brand strategy, marketing communications, customer experience and consumer insight, Shauna is also author of *The Science of Branding*, a handbook on brand building for Asian organisations. Prior to establishing BrandHub, Shauna was the lead consultant for the re-branding of Singapore Inc., a group comprised of 7 of the leading economic agencies in Singapore including EDB, IE Singapore, STB, IDA, A*STAR, MAS, and MOM. As Associate Director of Brand Strategy at Interbrand, she led high profile new brand development projects for StarHub, Fraser Serviced Residences and brand revitalisation projects for Osim and Brand's. Shauna honed her strategy development capabilities at A.T. Kearney where she managed diverse strategy engagements for multinational and regional clients across the Asia Pacific region. She started her career as an Account Executive at Leo Burnett. Shauna obtained her MBA from the Anderson Graduate School of Management at UCLA and a BS in Business Administration from University of Southern California.

WORKSHOP TIMETABLE

Registration starts at 8:30am. Workshop session commences at 9:00am with half-hour mid morning break and ends at 12:30pm.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

This high profile event provides your company with the unique opportunity to capture the interest and influence the decisions of a highly targeted audience. Capitalise on this ideal platform to market your services and form strategic relationships through networking. Sponsorship and Exhibition options include:

- Luncheon
- Documentation
- Promotional Materials
- Cocktail Reception
- Table-Top Display

FOR ENQUIRIES, CALL IRIS TAN

Tel: (65) 6536 8676 (ext: 124) or Email: iris.tan@abf.com.sg

DEVELOPING BRANDING AND MARKETING PLATFORM FROM COMMUNICATION, BUSINESS AND OPERATIONAL STRATEGIES

Higher education branding and marketing can be challenging. Competition between the higher education institutions obliges them to present a clear image of what they have to offer - a brand. Many institutions are now pooling their efforts to devise a competitive strategy that includes the overall image they want to convey.

Students must be convinced that "what they see is what they get". Therefore a good image (branding) is important and in order to make your "Brand" stands out in the industry means to have an effective marketing strategy in place.

This event is specially organised to address branding and marketing issues and challenges in the Higher Education industry to help colleges and universities improve enrolment. Effective solutions shared by experienced Higher Education professionals across the region will be the main event highlights.

Do not miss this great opportunity to meet your peers and key people in the industry; share your perspectives with them!

Take away innovative branding and marketing tips and see how you can contribute to the success of your organisation! **SIGN UP NOW!**

REGISTER EARLY TO ENJOY SUPER EARLY BIRD SAVINGS & GROUP DISCOUNTS! SIGN UP TODAY FOR THIS EVENT OF THE YEAR!

Call (603) 2070 3299 or (65) 6536 8676

Fax (603) 2070 3369 or (65) 6536 4356

Email: cs@abf-asia.com

WHO SHOULD ATTEND

- Vice Chancellors/Deans of Schools and Faculties
- Heads of Department
- University Marketing Staffs: (Directors, VPs, Marketing/GMs)
- Heads/Associate Deans (Marketing and New Students Admissions)
- Graduate Recruiters
- Managers of International Strategy/Marketing Communications
- Managers of Development and External Relations
- Web Managers
- Direct Marketing Managers
- Digital Strategy Managers

From Universities (Public and Private), Polytechnics, Colleges & Business Schools

KEY BENEFITS OF ATTENDING

- ✓ **GAIN** updates on latest Branding and Marketing trends for Higher Education
- ✓ **EXPLORE** the attributes of a successful brand identity
- ✓ **FIND** out how quality accreditation issues affect your market positioning
- ✓ **REALISE** how Internationalisation and partnership work for you
- ✓ **LEARN** how to drive recruitment and enrolment effectively
- ✓ **GET** in the trend of using social media to market higher education
- ✓ **RECOGNISE** the importance of global branding
- ✓ **TAKE** away branding and marketing strategies to plan and develop higher education

REGISTRATION FORM

5 EASY WAYS TO REGISTER

BRANDING AND MARKETING ASIA HIGHER EDUCATION CONFERENCE (22-23 MARCH 2010) &

1/2-DAY POST-CONFERENCE WORKSHOP (24 MARCH 2010)
JW Marriott Hotel, Kuala Lumpur, Malaysia

Yes! Please register the following delegate(s) for this
Conference (*Please photocopy for more delegates*)

Please tick (✓) your choice session(s)

- 2-Day Conference + 1/2-Day Workshop [March 22-24, 2010]
 2-Day Conference only [March 22-23, 2010]
 1/2-Day Conference [March 24, 2010]

- I am unable to attend but please put me on your mailing list
 I am interested in Sponsorship/Exhibition Opportunities

I wish to claim special discount as a member of

- SM.COM** or **TM.COM** or **FSI** or
 SEAMEO or **OBSERVATORY** or **APSC**

Membership no. _____ (please fax us your membership card)

Name:(Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Booking Contact: _____

Email: _____

Nature of Business: _____

Company Web site: _____

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

JW Marriott Hotel, Kuala Lumpur, Malaysia

183 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

Tel: (603) 2715 9000

Fax: (603) 2715 7012

Website: www.ytlhotels.com

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's Conference on "BRANDING AND MARKETING ASIA HIGHER EDUCATION CONFERENCE". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

IMPORTANT NOTICE: Due to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by body corporate. Since Asia Business Forum Sdn Bhd is unable to accept registration by mail from any individual, all individuals and applicants who are not body corporate and who wish to attend are requested to register themselves at Suite 1807, Level 18, Plaza Pengkalan, Jalan Tiong Off Jalan Ipoh, 51100 Kuala Lumpur, Malaysia or call (603) 2070 3299 for registration procedure.



Telephone: **(603) 2070 3299 or (65) 6536 8676**



Fax: complete and send this registration form
to: **(603) 2070 3369 or (65) 6536 4356**



Mail: this completed form to:
Asia Business Forum Sdn Bhd
c/o 3 Raffles Place, #08-01, Singapore 048617



Email: **cs@abf-asia.com**



WEB: **http://www.abf-asia.com**

Your investment for attending this Conference is:

	Super Early Bird Fee (If payment & registration are received by 22 January 2010)	Early Bird (If payment & registration are received by 22 February 2010)	Regular Fee (If payment after 22 February 2010)
Conference Only	RM3,495	RM3,795	RM3,995
Workshop Only	RM 795	RM 895	RM 895
Conference + Workshop	RM4,190	RM4,590	RM4,790

The fee includes lunch, refreshments and conference documentation.

Note: For payment by Local Order, early bird fee will only apply if the local order is executed and payment fully released to us on or before the early bird deadline.

Group Discount: Enjoy a group discount of 10% for 3 or more delegates registered at the same time from the same organisation and of the same billing source.

PAYMENT METHODS

- Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 1807, Level 18, Plaza Pengkalan, Jalan Tiong Off Jalan Ipoh, 51100 Kuala Lumpur, Malaysia**. Enclosed is our cheque/draft for RM _____
- Payment by credit card:** To make payment by credit card, please call our customer service hotline at **(603) 2070 3299 or (65) 6536 8676**.

Important Notice: Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before **2 March 2010**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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TM	

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