

LEADING IN HIGH HEELS

CONFERENCE & WORKSHOP

7th – 8th May 2014 – Workshop

9th May 2014 – Conference

Connexion@Nexus, Bangsar South,
Kuala Lumpur

2014



To register, contact +603-7728 2623 or email to info@atcen.com

INTRODUCTION TO CONFERENCE

The Leading in High Heels Conference 2014 is designed specifically to address the leadership issues of today's corporate women. This conference is targeted specifically at the women executives in the corporate environment.

The Leading in High Heels Conference 2014 is dedicated to Women Leaders from various industries that have challenged the Status Quo and carved their own paths in becoming pioneers in their fields, achieving both professional and personal success. They understand and recognize that not all Leadership styles practiced today is applicable to woman leaders. At the conference, they will share with the woman participants, their views on leading others and how they re-define their leadership style and become an Architect of Change in their industry.

The Leading in High Heels Conference 2014 is also a fantastic opportunity for women to come together and be in the company of other inspiring women professionals from other industries, disciplines and backgrounds. The participants will leave the conference refresh with a renewed sense of purpose and passion for their life and profession.

CONFERENCE OBJECTIVES

- Inspire and nurture unlimited leadership growth and qualities.
- Create excellent networks of knowledge and mentors.
- Develop more women Leaders by providing methods, resources and tools to make difference in lives, profession and impact on others.
- Identify ways to find balance between work and personal life.
- Identify ways to manage others at work effectively

RENOWNED SPEAKERS

- **Keynote Speaker:**
YBhg Tan Sri Dato' Napsiah Omar
Former Cabinet Minister & Wanita UMNO Permanent Chairman
- **YM Raja Teh Maimunah**
MD/CEO of Hong Leong Islamic Bank
- **Dato' Dr Jessie Tang**
Founder and CEO of East West One Consortium Bhd
- **Ng Wan Peng**
COO of Multimedia Development Corporation
- **Anne Edwards**
Managing Editor of Bloomberg TV Malaysia

TARGETED DELEGATES (Strictly for LADIES ONLY)

- Women Entrepreneurs
- CEO/COO
- Senior Managers/ Managers
- Executives

ACADEMIC PARTNER:



WOMAN NGO PARTNER:



SUPPORTED BY:



PRODUCT SPONSOR:



LEADING IN HIGH HEELS CONFERENCE

Friday, 9th May 2014



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8:30 am	REGISTRATION
9:00 am	OPENING SPEECH BY THE ORGANIZER
9:15 am	KEYNOTE ADDRESS: WOMEN IN POLITICS YBhg Tan Sri Dato' Napsiah Omar Former Cabinet Minister & Wanita UMNO Permanent Chairman <ul style="list-style-type: none">• Defining a woman of strength in politics• How the strength of a woman surfaces in times of adversity• How to harness that strength that is prevalent in all women• Effective guidelines to increase women participation in the development of our social and economic policies
10:15 am	Q & A SESSION SESSION 2: WOMEN IN BANKING YM Raja Teh Maimunah MD/CEO of Hong Leong Islamic Bank <ul style="list-style-type: none">• Banking and the role of a woman• My challenges and how I overcame them• Having it all - juggling marriage, family and a career
11:15 am	Q & A SESSION
11:30 am	TEA BREAK
11:30 am	SESSION 3: WOMEN IN TECHNOLOGY Ng Wan Peng COO of Multimedia Development Corporation <ul style="list-style-type: none">• Creating awareness for diversity in the technology industry• Overcoming the challenges in the technology industry for a woman leader• Advice for women pursuing technology• How to reach out to others by using technology and social media
12:30 pm	SPECIAL SESSION ON GROOMING
1.15pm	LUNCH BREAK
2:15 pm	SESSION 4: WOMEN IN ENTREPRENEURSHIP Dato' Dr Jessie Tang Founder and CEO of East West One Consortium Bhd <ul style="list-style-type: none">• Transformation from medicine to business• Obstacle facing women in business• The right qualities to make a breakthrough in women leadership• Tips for women to excel in business
3:15 pm	TEA BREAK
3:30 pm	SESSION 5: WOMEN IN MEDIA: THE MALAYSIA CHAPTER Anne Edwards Managing Editor of Bloomberg TV Malaysia <ul style="list-style-type: none">• Why I choose to be in the media• The harsh realities of the media industry and overcoming them• The perception of women in media and how to change that perception• Overcoming the obstacles & facing up to the challenges
4:30 pm	BUSINESS NETWORKING SESSION & CORPORATE SOCIAL RESPONSIBILITY
5.00 pm	END OF CONFERENCE DAY

Note: Topics may vary

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CONFERENCE SPEAKERS



YBhg Tan Sri

Dato' Napsiah Omar

Former Cabinet Minister &
Wanita UMNO Permanent Chairman

With over 40 years of experience in Politics, Woman and Family development. YBhg Tan Sri Dato' Napsiah Omar is a well-respected former minister; Deputy Minister of Housing and Local Government (1982-1987), Minister of Public Enterprise (1987-1990) and Minister of National Unity and Social Development (1990-1995). She is the co-founder of the Women's Institute of Management. She is the current Chairman of the National Population and Family Development Board (LPPKN). She also resides as a Permanent Chairman for Wanita UMNO and also is an esteemed member of the National Unity Consultative Council.

YM Raja Teh Maimunah has over 20 years' experience in banking and finance focusing on areas of Islamic and investment banking. She is presently the Managing Director and Chief Executive Officer of Hong Leong Islamic Bank. Prior to her current appointment, she was the Global Head of Islamic Markets at Bursa Malaysia, Head of Investment Banking at RHB Sakura Merchant Bank (now RHB Investment Bank) and Chief Corporate Officer and Head of several prestigious Financial Institutions around the country. She had also served in Pengurusan Danaharta Nasional Berhad (Malaysia's national assets management and debt recovery agency) and CIMB Investment Bank. YM Raja Teh spent her early days in KPMG Peat Marwick Consultants. In addition to her current position, she is also an Adviser on Islamic Banking & Finance to the World Islamic Economic Forum Foundation.



YM Raja Teh Maimunah

MD/CEO of Hong Leong Islamic Bank



Dato' Dr Jessie Tang

Founder and CEO of East West One Consortium Bhd

Founder and CEO of East West One Consortium Berhad (EWOCB), Dato' Dr. Jessie Tang started as a medical practitioner in her home state of Kedah. Upon completion of her compulsory Government service, she joined a health care management company in Kuala Lumpur where she led and managed a chain of clinics. In 2004, she became an entrepreneur and ventured into the oil palm plantation industry in East Malaysia.

With over 20 years of experience in the ICT industry, Ng Wan Peng currently resides as the COO of Multimedia Development Corporation (MDeC). Under her leadership, she oversees various business units comprising of Industry Development, Capacity Development, Organization Development, Corporate Legal, Corporate Finance, Social Economic Development, Marketing and Branding. Her expertise includes Resource Management, Strategy Execution & Coordination, and Operational Quality & Efficiency Management.



Ng Wan Peng
COO of MDeC

A famous media personality that can truly say "I have been there and done that". Anne Edwards has been in the field of media, print, radio and television for the past 20 years. She has held tenures at the Star newspaper, TV3, RTM, NTV7, Perdana Leadership Foundation, Astro, Bernama Radio, and Bernama TV. Highlights of her career include covering the 2008 US Elections, 2001 World Economic Forum, One on One with former British PM Tony Blair, Singapore Minister Mentor Lee Kuan Yew and former Malaysian PM Mahathir Mohammad. She currently heads her own full service event management company, Managing Editor at Bloomberg TV Malaysia and is also a prominent Master of Ceremonies for government and corporate events. She also reports for Amilin TV.



Anne Edwards

Managing Editor of Bloomberg TV Malaysia

LEADING IN HIGH HEELS

THE WOMAN'S LEADERSHIP TOOLBOX

"HEAD, HEART & SOUL" Workshop

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2014
WORKSHOP



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WORKSHOP DESCRIPTION

This 2-day leadership development program is designed to meet the needs for today's dynamic female leaders. Blending theoretical leadership frameworks with practical work based applications, this experiential based workshop will maximize a woman leadership capacity. The program is designed to provide a deeper understanding of personal leadership style in today's competitive yet collaborative work environment.

Participants will learn to better adapt to a demanding work environment, gain higher confidence in their leadership ability and provide the vision to guide other employees towards their peak performance.

* Seats are LIMITED

WHO SHOULD ATTEND? (Strictly for LADIES ONLY)

- Experienced mid-to-senior level managers who work in the middle zone of their organisation, often with multiple peers and across functions
- Executives responsible for leading several management-level direct reports and/or senior professional staff

WORKSHOP IS CONDUCTED AND CERTIFICATE AWARDED BY:



The Federation University Australia (FedUni) (formally known as University of Ballarat) is Australia's only regional multi-sector public university. FedUni is the third oldest site of higher learning in Australia, and offer secondary public schooling, TAFE, higher education, and research opportunities. FedUni has six campuses; the Mt Helen, SMB and Camp Street campuses in Ballarat, and the Horsham, Stawell and Ararat campuses. FedUni works with a range of partner institutes across Australia and the world.

FedUni has around 25,000 international and domestic students. FedUni is committed to serving regional Victorian communities, yet have a broad national and international outlook. FedUni offers the best of both worlds; combining a strong tradition of tertiary education with the freedom and dynamism that comes with being a multi-sector University with close links to local industry and technology.

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The four key leadership themes explored in this program are:

1. Leading Yourself – A journey of self-discovery
2. Leading Others – Aligning heart and head to improve success
3. Realizing your leadership potential
4. Maximizing your impact as a leader

Workshop Chronology

0830	Registration
0900	Workshop Begin
1015 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

Chronology applies for Day 1 to Day 2.

WORKSHOP MODULES

Day 1

Module 1: Leading Yourself - A Journey of Self-Discovery

Develop skills to gain greater appreciation of your leadership style and the impact we have on others.

- This module shifts participants from simply being self-aware to accepting their actions and outcomes. That is, 'knowing what I know, what insight do I now have to do things differently?'
- 'The story of me: who I am, what I am and what are my unique contribution. The Human Brain Dominance Instrument will provide a learning framework for this Section.
- Values – clarification of 'what motivates me... and those beliefs that limit me!'
- Increasing our awareness of the emotional landscape within which we work. How emotions impact our performance and what we can do about it.

Module 2: Leading Others – Aligning heart and head to improve success

Develop skills to increase your confidence, composure and presence so others are compelled to follow your lead. Interpersonal leadership skills include:

- Engaging followers and forging lasting relationships by developing an awareness of critical elements of emotional intelligence that will enable you to enhance your effectiveness and influence as a leader.
- You will engage with a range of interactive activities to enhance your capabilities to apply effective emotional intelligence strategies. These include:
 - Identifying Emotional Patterns/Blind spots and Hijacking.
 - Developing Positive Self-Talk (Reframing and Rehearsal).
 - Using effective conversations to accelerate collaborative achievements.

The Training Methodology:

Heavy emphasis on experiential learning and the contents are delivered through lectures, group discussion, role-plays, experiential activities, video clips, case studies and assessments, incorporating group presentation and activities and individual presentations. The methods employed will be highly interactive and participant centered rather than trainer centered. The interactive session will be made interesting to meet the requisites of Adult Learning.

Day 2

Module 3: Realizing your Leadership Potential

Develop skills to explore leadership purpose and how your actions are seen by others. Learn how to champion positive choices and affirm what works to ensure progress and momentum.

It will address the following issues:

- Stepping up – from manager to leader.
- *Where am I right now in my leadership? What do my followers really see of me? My credibility, my impact, my personal effectiveness. Am I a leader worth following? What is my leadership 'default' position?*
- Focus on leading the business - Knowing what I know of me, what is the work that matters most that I should be giving my energy to?
- Change and transition - Complexity and uncertainty is leading to change fatigue. Comprehend the nature of leadership interventions and how to mobilise your people through transitions.
- Building trust and commitment to deepen the relationships with your team and increasing customer loyalty.
- Expanding your leadership ability to influence others and build stakeholder involvement.

Module 4: Maximizing your Impact as a Leader

The final session completes your leadership 'toolbox' experience and cements learnings to maximise your impact back in the workplace. Participants will gain clarity of their vision of success and harmonise key concepts of the day.

Participants will be asked to identify a business case in their environment that is meaningful and is real work. They will explain how they will use all they have learned to make a difference. This difference could impact their leadership, their team, their outputs, their client connections, their intra-team relationships etc. They must be able to articulate the current state and the problem, who is involved and what you will do about it and how you will know if it has worked and what support you want from your chosen 'learning partners'.

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Facilitator Louise Cooper-Shaw



Louise is an experienced leadership and management educator with a wealth of experience in training adults and relevant experience in the development and delivery of Leadership Development and Career Succession for both public and private organizations.

She has a Master of Arts (Organisational Psychology), Master of Education, Graduate Diploma of Arts (Criminology), Bachelor of Commerce and is a Graduate Member Australian Institute of Company Director (2011).

Louise is currently the Mayor of Bayside City Council, Melbourne, Victoria, Australia. She was elected as Chief Minister of one of Melbourne's largest inner suburban cities. Louise has been providing strategic leadership and guidance to the community and also works closely with the State Government Premier and Cabinet Ministers to implement government policies. Louise is also the Director of the Global Leadership Centre with the Federation University, Australia.

Louise has been involved extensively as a representative and board role in various organizations and at advisory board levels. Louise is an expert in talent management, strategic human resources management, HR policy development and has been involved in the design, development and implementation of performance management systems for several large organizations.

Recent projects that have been successfully managed and delivered for clients include:

- Design, development and delivery of 9 months Senior Business Leadership program to over 200 senior managers globally and the regional Cultural Transformation Program for 290 participants globally for Ericsson.
- Change Leadership program for over 90 senior managers in HP
- Consulting assignment to review, evaluate and assist in implementation of Strategic HR Plan in NEC.
- Development of Leadership and Management Competencies for all levels of management – SPC, Sensis, RMIT, Parks Victoria, Department of Education and Training,
- Corporate Executive Learning and Development for Ericsson, City of Greater Dandenong, City West Water, Victorian Legal Aid. SPI Powernet, GPU Gasnet, Kraft Asia, and Frankston City Council.
- HR programs, consulting and advice regarding performance management and employee relations matters – Ericsson, Lockwood, SPC, SGS, Parks Victoria, ABC, RMIT, Boorondara City Council, Department of Premier and Cabinet,
- Leadership Development and Insights: - Department of Defence, Santos, Deutsche Bank, National Australia Bank, Woolworths, AXA.

LEADING IN HIGH HEELS Conference and Workshop

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REGISTRATION FORM

Participant 1

Name: (Mr/Ms) : _____

Job Title : _____

Email Address : _____

Contact No. : _____

Participant 2

Name: (Mr/Ms) : _____

Job Title : _____

Email Address : _____

Contact No. : _____

Participant 3

Name: (Mr/Ms) : _____

Job Title : _____

Email Address : _____

Contact No. : _____

Enclosed is our cheque payment for the event:

Cheque No.: _____

Cheque Amount: RM _____

Human Resource / Approving Manager: _____

Job Title : _____

Email : _____

Company Name : _____

Address : _____

Tel : _____

Fax : _____

Authorized Signature : _____

Company Stamp :

Invoice Attention To (Mr/Ms) : _____

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat/s.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges.
5. If cancellation occurs more than 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment to your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

Investment

Packages	No. of Pax	Price (RM)	Total (RM)
Conference Only (9 th May 2014)		800	
Workshop Only (7 th - 8 th May 2014)		3,800	
Conference & Workshop (7 th - 9 th May 2014)		4,200	

Total Investment: RM _____

Group Discount - 10% for 3 or more participants registered for the same event from the same organization.

Fee includes lunch, refreshments and training materials.

* The workshop is **PSMB claimable**, subject to PSMB approval.

To confirm registration,

Kindly enclose cheques made payable to:

ATCEN COMMUNICATIONS SDN BHD and mail payment together with this registration form to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ, Malaysia.
Tel: +603 - 7728 2623 Fax: +603 - 7728 2620**

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