



MEMBERS CIRCULAR

19 October 2015

Ref 042/10/15

2015 PRICELESS GEMS OF **CREATIVITY V.3**

**THE GARDENS HOTEL & RESIDENCES, MID VALLEY CITY, KUALA LUMPUR, MALAYSIA
4 – 5 NOVEMBER 2015**

LATEST PROGRAMME UPDATES !

As you may be aware, our Priceless Seminar as abovementioned will be coming up soon next month and we are pleased to update members of our confirmed topics and speakers as per attached brochure.

The seminar promises to be fantastic eye-openers to participants of all things fresh and new – from architectural designs, retail innovations, building operations to marketing ideas. Our speakers are home-grown well-experienced practitioners as well as specialists from overseas - United Kingdom, Hong Kong, Japan, Indonesia, Thailand and Singapore etc. With these 'priceless' speakers at your doorstep, join us to see what are the latest creative and innovative ideas in town and pick up tips for your next event or project.

Papers to be presented will be included under the following sessions:

- CREATIVITY VS SUSTAINABILITY
- RE-DEFINING RETAIL WITH CREATIVITY AND INSPIRATION and
- CREATIVE MARKETING

The seminar fees (inclusive of GST) are as follows:

| | Special privilege fee for PPK members | Category 1 (for affiliated members) | Category 2 (for non-members) |
|--|--|--|---|
| Normal Rate Single Registration | RM2,120 (US\$606) | RM2,756 (US\$787) | RM3,180 (US\$909) |
| Normal Rate Group discounted rate (min. 3 pax from the same co.) | RM1,908 (US\$545) | RM2,544 (US\$727) | RM2,862 (US\$818) |

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

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Everyone involved in shopping malls, property and building management, owners, developers, consultants, retailers and affiliated industries are welcome to attend.

Registrations are still on-going but seats are limited so don't miss this opportunity for an excellent opportunity for learning, info-sharing and networking.

We look forward to hear from you soon !

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

A handwritten signature in black ink, appearing to read 'Eddy Chen', followed by a period.

TAN SRI DATUK EDDY CHEN

President



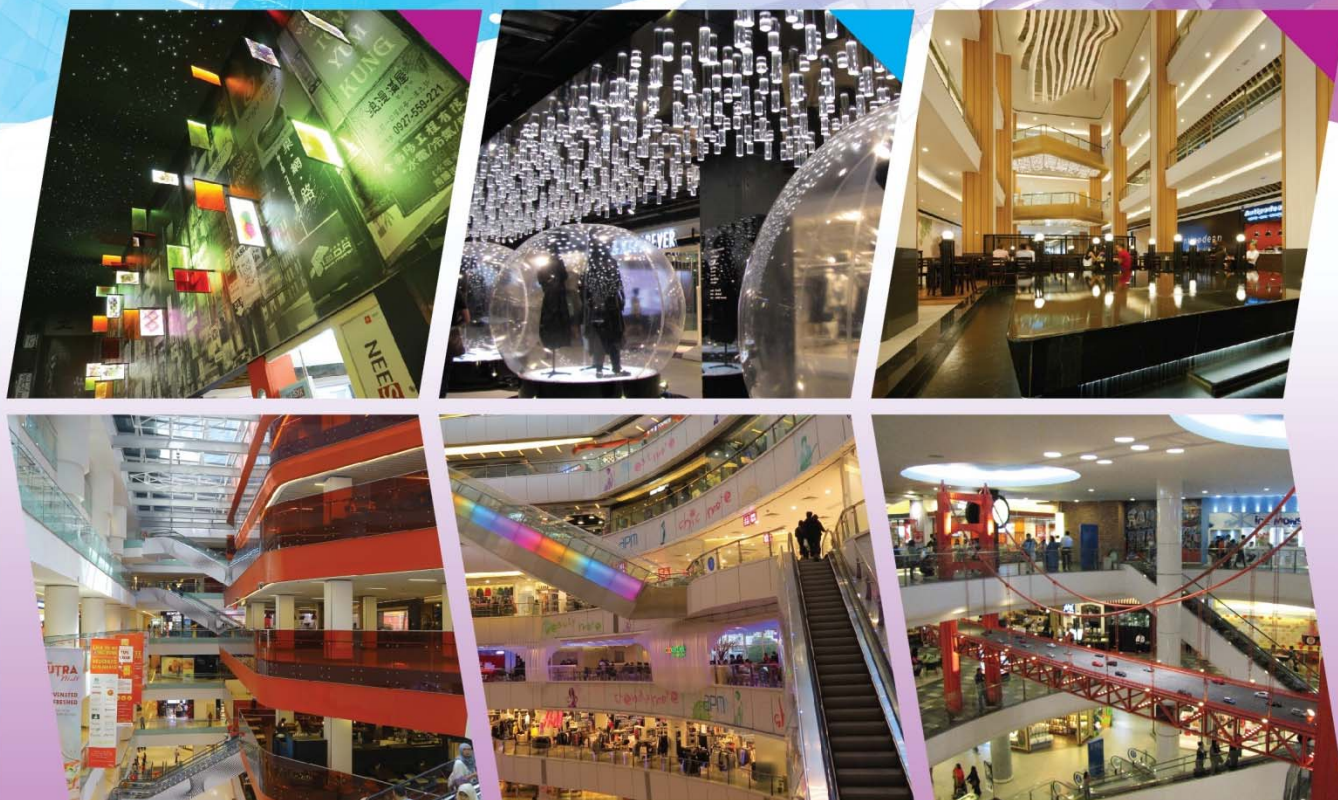
PPK Malaysia
Malaysia Shopping Malls Association

**LATEST
UPDATES**

2015 PRICELESS GEMS OF CREATIVITY V.3

4 - 5 November 2015

The Gardens Hotel and Residences, Mid Valley City, Kuala Lumpur



2015 PRICELESS GEMS OF CREATIVITY V.3

DAY 1 04 Nov 2015 (Wed)

0800am Registration / Welcome coffee / tea

0915am Welcome Address & Opening by President, PPK Malaysia



0930am Malaysia Shopping Malls Overview – Innovation in Motion
By Tan Sri Datuk Eddy Chen, President, PPK Malaysia / Group Managing Director, MKH Group

Malaysia's shopping mall developers are ever creative and have since produced malls which are in a constant state of flux, with continually improved building designs and layouts, unique and imaginative offerings to attract shoppers together with a vast choice of merchandise and services and ranging from small neighbourhood centres to hypermalls. Malls have now progressed from merely functional to being experiential, with lifestyle oriented décor and ambience and activities playing a significant role to attract shoppers. Such innovation in motion is truly the crux of progress!

Tan Sri Datuk Eddy Chen has been involved, hands on in property development and construction-related business for nearly three decades. He is currently the Group Managing Director of MKH Berhad (formerly known as Metro Kajang Holdings Berhad).

He is a Patron, Past President of Real Estate and Housing Developers' Association (REHDA) of Malaysia and serves as a National Council and Executive Committee Member of REHDA Malaysia for the term 2014 – 2016. He is also the recipient of the 2015 REHDA Personality Award.

Tan Sri Datuk Eddy Chen also sits on various government-private sector committees that formulate policies governing the housing and real estate industry. He is also the Advisory Council Member of Housing and Local Government Training Institute (I-KPKT), and committee member of Pemandu Pembangunan Pelan Induk Industri Pembinaan (CIMP) II 2016 – 2020, CIDB. He received the 2015 CEO of the Year Award.

Tan Sri Datuk Eddy Chen is the President of the Malaysia Shopping Malls Association and President of the Building Management Association of Malaysia (BMAM) for 2014 – 2016. Besides, Tan Sri Datuk Eddy Chen is also the Deputy Chairman for Construction and Property Committee in the Association Chinese Chambers of Commerce and Industry of

Malaysia (ACCCIM), the Honorary Treasurer of the Malaysia Crime Prevention Foundation (MCPF), National Committee of FIABCI Malaysia (2012 – 2014) and served as the Immediate Past President of ASEAN Association for Planning & Housing (AAPH).

He holds a Bachelor of Business Studies (Marketing) from Monash University, Australia.

1015am Morning Coffee Break / Press Conference

Session One : CREATIVITY vs SUSTAINABILITY



1030am Thinking Outside/Inside "The Box"
By Mr Mike Nagelsztajn, Director, Leonard Design Architects

What is 'The Box'? Is it a Shopping Mall?
In the United Kingdom, 'The Box' was a term used for the television.... Is The Box now our TV (internet shopping) or is it our computer tablet or smartphone?

'THE BOX'
Do we need it?
Do we like it?
Does it give me an experience?
Does it excite me?
Is it my friend?
Will it always be there for me?

Mike Nagelsztajn is one of the founding Directors of Leonard Design Architects, a leading retail architectural practice, based in the UK. Mike has nearly 30 years' experience in retail design and has worked on major innovative projects in the UK, Europe, Africa and Asia and is currently involved in 3 of the most prestigious projects in Malaysia for the Pavilion/Malton group and Lendlease.



1115am Green Initiatives for Shopping Malls
By Mr Vincent Chong, Vice President 2, PPK Malaysia / General Manager, WCT Malls Management

In the modern commercial development, going green is more than a compliance initiative - nowadays it has become an important brand positioning element. Building owners and operators are becoming more tech-savvy and have much better appreciation of the value of facility efficiencies as they directly improve the bottom-line of the business

for building owners by having minimal outgoings, which conventionally and largely are electricity costs. However, when it comes to shopping malls, there is an element of 'leisure' in which building operators need to provide to the occupants, and the challenge by engineers is to define 'leisure' in the facility management context. In other words, having a water fountain in the mall is indeed a happy element for the shoppers, but to an engineer, it is a large evaporator that consumes water. This paper will cover key operational challenges faced by commercial building designers and operators, especially to strike a balance between providing occupants and shoppers a comfortable ambience and at the same time, making the building green.

Vincent is currently the GM with WCT Malls Management, overseeing the management and operations of both Paradigm Mall, Petaling Jaya and gateway@klia2. He was part of the team which opened gateway@klia2 as well as two other malls in Malaysia.

He has acquired valuable hands-on working experience over the past 27 years and has been involved in various aspects of management including accounting/finance, retail/distribution and shopping mall management.

During his time at gateway@klia2, he has been involved in its green initiatives for the building.

He had also voluntarily contributed his time and energy to PPK Malaysia and is currently Vice President 2.



1200pm Be Creative, Go Green – A Case Study of Setia City Mall
By Ir Thirukumaran Jallendran, Sustainability Director, Lend Lease Projects

Setia City Mall is Malaysia's first ever Green Mall and it is certified under the Green Building Index (GBI) rating scheme. Situated in Setia City, the township's integrated commercial hub, Setia City Mall received the Gold award in the Retail Category of the Global FIABCI Prix d'Excellence Awards 2014 for its sustainable development model, innovative concept and social benefits.

Jointly developed by Malaysia's leading property developer, S P Setia and one of the world's foremost property and infrastructure solution providers, Lendlease, Setia City Mall is the ground-breaking lifestyle retail destination in the country to demonstrate an environmentally sustainable model in its overall development, operations and management.

From sustainability initiatives of the design through to the construction and operation stages as well as the roll out and implementation of the green lease (a first in the country), the speaker will touch on some of the simple yet effective strategies that help make Setia City Mall a first amongst equals in the country.

Ir Thirukumaran Jallendran (Thiru) has over 18 years of property industry experience and has worked across the various spectrum of the property sector including high profile strategic projects in Malaysia.

As a Sustainability Director on the Lifestyle Quarter of the nation's defining TRX project in Kuala Lumpur, Thiru is responsible for driving Lendlease's sustainability philosophy of 'Every Action Adds Up' and embraces the challenge in optimizing multi-disciplinary project outcomes that are not only sustainable but also meet the commercial and business aspirations of all key stakeholders.

Thiru is a professional engineer registered with the Board of Engineers Malaysia and a member of the Institution of Engineers Malaysia. He is a Founding Member and was Vice President of the Malaysia Green Building Confederation (MGBC) and is a member of the BGI Technical Committee responsible for the development of the Green Building Index Malaysia (GBI). He is currently one of the trainers for the GBI Facilitator Training programme and is involved in the various initiatives pursued by the GBI Technical Committee with the most recent contribution as the Chairman of the GBI Interiors Working Group.

1215pm Q & A
Moderator: Mr HC Chan,
Advisor, PPK Malaysia

0100pm Lunch Break

Session Two :
CREATIVITY vs SUSTAINABILITY
(cont'd)



0200pm
Terminal 21, Bangkok -
What Makes For a
Successful Retail
Development in One of the
World's Most Competitive
Shopping Streets
By Mr Geoff Cresswell,
Managing Director, RDG
Planning & Design,
Bangkok / Consulting
Architect for MMC
International Architects,
Toronto, Canada

The presentation will track the development of Terminal 21 - Bangkok from the drawing board to final completion.

It will elaborate on the specific design, leasing and operational strategies that were used. It will also explore why the development has been so successful internationally to the extent that it is now a branded commodity with three other developments in the planning and construction phases.

Geoffrey L. Cresswell is Managing Director of RDG Planning and Design, based in Bangkok, which he established 20 years ago as an expansion of his architectural firm of MMC International Architects in Toronto. Geoff is both an Architect and an Urban Planner and over the years has worked throughout Asia with his work directed specifically on retail.

He is internationally recognised with global award winning projects that include Terminal 21 in Bangkok as well as projects in Canada that include The Core in Calgary and Yorkdale Shopping Centre in Toronto. Geoff is also a judge for the International Property Awards for Retail Development projects on a global basis.



0245pm
Creating a Memorable
Experience
By Mr Lai Siew Hong,
Chief Executive Designer,
Blu Water Studio

"I design from the heart. There should be nothing less than that ..."

Siew Hong has been creating innovative design solutions for interior space planning and corporate identity for a wide variety of clients over the last 25 years.

Prior to Blu Water, Siew Hong spent 19 years in Axis Identity Group, with his last position being the Design Director for Axis Identity Group and Managing Director of Axis Network Design Consultants SB, one of Malaysia's leading Interior Design companies.

Throughout his career, Siew Hong has received numerous awards, both locally as well as internationally.

Since 2003, Siew Hong is an active board member of The Entrepreneurs' Organisation (EO) which is a global business network of business owners from 40 countries. He is also a member of the Malaysian Institute of Designers (MIID) which is the national institute representing the interior design profession in Malaysia since 2012.

Siew Hong graduated from the State University of New York with an Associate Degree in Applied Science Interior Design.

0330pm Afternoon Tea Break



0345pm
Creating a new context for
retail - the evolution of
integrated developments
By Mr Martin Haeger,
Director,
HL Design Group Sdn Bhd

Innovation in retail design is critical in creating successful sustainable projects. The challenge is to create a more authentic urban experience for the consumer whilst overcoming the conditions imposed by our tropical climate.

HL Design Group have been working with a number of developers in presenting retail solutions as part of large scale integrated developments, often breaking away from the traditional big box and creating new hybrid schemes which allow developers to create a less predictable commercial infrastructure. In this presentation, Martin will present some of HL Design Group's development projects for the likes of KL Eco City, Wharf Mall, Paradigm KL and Fiji Foreshore, each of which present retail at an entirely different scale and each within its own unique context.

Martin Haeger is a registered UK architect who has been resident in Asia since 1990. He received his post graduate education at the University of Edinburgh in the UK and worked thereafter at Skidmore Owings and Merrill in Chicago, later moving to Singapore to work with

international design firm Denton Corker Marshall. He founded HL Design Group Sdn Bhd together with co-director James Lindsey in 1994 as a multi-disciplinary consultancy, combining skills in Architecture, Strategic Planning, Interior Design and Identity.

Over the past 20 years HL Design Group has expanded to offer comprehensive services, in particular, in the retail domain and often in the context of large integrated developments.

Martin's international exposure and working experience across three continents together with more than 20 years immersed in the ASEAN context has given him a unique vantage point in developing solutions for clients who need international expertise but comprehensive cultural and contextual understanding. Martin has been responsible for the direction of numerous successful retail, commercial and mixed use development projects throughout South East Asia.



0430pm
Creating USPs
at Kota Kasablanka
By Mr A Stefanus Ridwan
S, President Director,
Pakuwon Group, Indonesia

USPs or Unique Selling Points at Kota Kasablanka are made up of the unique trade mix and campaigns which attract and convince customers to shop here.

How do you make the dead-end place become a destination and the chain stores here to be different compared to the same tenant in other malls? What are the differences in this shopping centre? Why do customers come to your centre and not others? What are the USPs that can generate more customers during weekdays and develop loyalty? How do you make everyday customers feel happy and important and have amazing experiences?

The trade mix and promotion campaigns become special to the customers and personal service becomes very important. The WOW factor is very essential and makes your customer become your shopping centre advocate.

In 1985, A. Stefanus Ridwan S began his career in shopping centre management as the Marketing Manager of Tunjungan Plaza Shopping Centre, Surabaya, Indonesia and was honoured 'Indonesian Marketing Champion 2014', the highest achievement in the property sector by Mark Plus Co. and Indonesian Marketing Association (IMA).

Between his career as the Director of PT Pakuwon Jati Tbk and as the President Director of Kota Kasablanka, Gandaria City and Blok M Plaza and other notable mixed use developments, he is also active as:

- Chairman of Advisory Board, Indonesian Shopping Center Association (APPBI)
- Treasurer General, Indonesian Hotel and Restaurant Association (Perhimpunan Hotel & Restoran Indonesia/PHRI)
- Vice Chairman, International Real Estate for Jakarta Region (REI DPD Jakarta)

0515pm Q & A
Moderator: Mr Kumar
Tharmalingam, Advisor,
PPK Malaysia

0545pm End of Day 1

DAY 2 05 Nov 2015 (Thur)

**0830am Arrival of delegates –
Welcome coffee / tea**

**Session Three :
RE-DEFINING RETAIL WITH
CREATIVITY & INSPIRATION**



0900am
**Creating New Retail
Experiences**
By Mr Christopher Brooks,
Executive Officer,
Garde Ltd AIA

Today consumers all around the world are becoming more and more price and quality sensitive with the flow of information via the diversified media of the internet. Through creativity and design, Garde has been working with various types of landlords and retailers to create unique offline retail experiences to grasp the heart of modern day consumers. In this presentation, Garde will share the case studies of recent unique and successful retail projects in Japan and Asia.

Christopher Brooks AIA is the Executive Officer and Director of Retail Planning and Design at Garde Co. Ltd. (Japan). He is a U.S. licensed architect and holds a master's degree in architecture from Tulane University. He has been involved in the planning and design of a wide variety of retail, corporate, institutional, and residential projects for more than 25 years with extensive experience in branding, planning, interior design, and architecture in the U.S., Japan, and China. His work includes projects for multi-national clients such as adidas, Dockers, K11, The Gap, Isetan, Lotte, Marco Polo, Google, YouTube, Bandai Namco, and Aozora Bank.



0945am
The Learning Curve
By Mr Jean Marie Pin Harry,
Chief Operating Officer,
Genting Simon SB

In today's ever-evolving retail scene, learning to stay ahead of the curve remains one of the most difficult challenges for all retail industry players. From starting an innovative retail platform in a new market to changing how industry players and consumers look at the shopping experience, the Premium Outlets® platform has seen it all.

This presentation takes a fresh look at re-defining retail with creativity and innovation and some new takes on the formula that makes all shopping malls (and many related businesses) tick.

Jean Marie graduated with a Bachelor of Commerce from Monash University (Australia) and also holds a Masters of Business (Merit) from Newcastle University (Australia).

As a member of the Institute of Chartered Accountants of Australia, Jean Marie practiced in Singapore with Andersen, Ernst & Young and Deloitte in various areas of professional accounting before joining Genting Berhad in 2004.

At Genting Berhad, he was a manager in the Chief Operating Officer's Office and a Senior Manager in Corporate Affairs - Strategic Investments before joining Genting Plantations' property division where he was the Senior Vice President - Business Development.

Jean Marie is currently the Chief Operating Officer of Genting Simon Sdn Bhd, a 50:50 joint venture between Genting Group and Simon Property Group. Genting Simon Sdn Bhd currently operates Johor Premium Outlets, South East Asia's first Premium Outlet Centre. The company has also set its sights on the opening of the region's first hilltop Premium Outlet Centre, Genting Highlands Premium Outlets by the end of 2016.

As a pioneering real estate catalyst for retail tourism, Premium Outlets were duly recognized under the Malaysian Government's Economic Transformation Program as a key Entry Point Project within the Tourism sector. Jean Marie has spoken at multiple forums including IRDA Invest Malaysia, PPK seminars and valuation talks on various topics related to fashion, retail, real estate and property development.

1030am Morning Coffee Break



1045am
**From Shopping Malls to
Lifestyle Destinations**
By Mr Kevin Tan,
Chief Operating Officer,
Sunway Shopping Malls

Consumers' tastes and preferences are changing, and in consequence, so are shopping malls. The face of the shopping mall industry is being redefined at an unprecedented rate with the traditional function of shopping being rigorously expanded beyond - non-shopping like F&B, leisure, entertainment and even communal. So what are future malls going to look like? What are the prime trends of tomorrow? How will mall management address this? And most importantly, what is the paradigm shift needed to ensure malls continue to be relevant?

Kevin started his career in the shopping centre industry in 1987 with Sungei Wang Plaza. A trained hotelier in London, he utilized his experience in hotels for the shopping mall. Not limiting to shopping centres, his experience included being the Sr Complex Manager, Sungei Wang Plaza; Business Development Manager, Lot 10 Centre Management; General Manager-Shopping & Condominium, MCB Bhd; Executive Director, The Mines Shopping Fair; Chief Operating Officer-Investment and Tourism Division, Country Heights Bhd and presently, Chief Operating Officer, Sunway Shopping Malls which includes Sunway Pyramid Mall, Sunway Giza Mall, Sunway Carnival Mall, Sunway Putra Mall, Sunway Velocity Mall etc.

His experience included opening up the first-ever Kopitiam in the country, namely East West Kopitiam in Sungei Wang Plaza and also Spices Food Court and Lifestyle Café in Sungei Wang Plaza, Societe Café at Lot 10 and the management of Food Atrium in Starhill.

Today, as a member of International Council of Shopping Centers (ICSC) and Building Management Association of Malaysia (BMAM), Kevin is also actively in other NGOs including Community Care (BeCause), Kechara.



1130am
**Panel Discussion :
The Changing Face
of Retail**
Moderated by
Ms Joyce Yap, CEO Retail,
Pavilion Kuala Lumpur

Joyce is a well-respected and experienced shopping centre operator, having worked with some of Malaysia's leading shopping malls such as Sunway Pyramid, Fahrenheit88 and Pavilion KL; and possesses an intimate knowledge of the retail market - local and overseas.

Joyce was the Pioneer Member responsible for the formulation of the leasing and marketing strategies and execution to position Pavilion Kuala Lumpur as a Premier Shopping and Tourist Destination in the region. Currently she is the CEO-Retail in Pavilion KL and is fully responsible and accountable for the mall performance of Pavilion KL. Joyce is also assigned to be the person advising on the leasing and marketing of the refurbished Fahrenheit88 shopping mall at Bukit Bintang, Kuala Lumpur and future iconic development Pavilion Bukit Jalil Mall.

She has over 30 years' experience, covering all aspects of property development and asset management and has an extensive network of retailers both local and international. To date, she has marketed over RM20 billion (USD5.7 billion) worth of properties in Malaysia.

Joyce also has extensive conference-related experience as speaker/moderator in Malaysia, Singapore, Hong Kong, China, Indonesia, Korea and Japan. Her other positions and awards to date include:

- Advisor and Past President of Persatuan Pengurusan Kompleks (PPK) Malaysia (Malaysia Shopping Malls Association)
- Immediate Past Chairman, BBKLCC Tourism Association
- Council Member, Kuala Lumpur Tourism Development Council
- Board of Advisor - Malaysia, ICSC Asia Pacific Advisory Board
- Winner of Outstanding Entrepreneur
- Award of the Asia Pacific Entrepreneur Awards 2010 Malaysia
- Pioneer Member of The Council of Asian Shopping Centers (CASC)
- Malaysia Association for Shopping Malls' Award of Distinction for Distinguished Lifetime Dedication To Management of Shopping Centres
- Committee Member / Focus Group Member / Council Member of the following:-

- i. The Kuala Lumpur Tourism
- ii. Action Council;
National Key Economic Area (NKEA) Tourism Lab by Performance Management and Delivery Unit of Prime Minister's Department, Malaysia;

Invited panelists:

- Dato Sri Phillip Siew, Chairman, Oriental Group of Restaurants
- Mr Ashvin Valiram, Executive Director, Valiram Group
- Mr Lovell Ho, Director of Leasing, Pavilion Kuala Lumpur
- Ms Valerie Foong, General Manager, Club Twenty-One Retail (M)

1215pm Q & A
Moderator: Mr Richard Chan,
Advisor, PPK Malaysia

1245pm Lunch Break

**Session Four :
CREATIVE MARKETING**



0200pm
**Social Media & Retail -
Finding The Right Mix
For Success**
**By Mr Noor Aziz, Founder,
Purpose Performance Wear**

Branding and marketing has transformed in the past decade with the evolution of digital and social media. How do these play in the mix especially for the typically brick and mortar brands that rely heavily on retail and physical locations to move sales? Can digital augment sales and how does a brand do this? In this session, Noor will share the key trends to take note of as well as impart mechanisms to implement and help make digital and social media marketing a success.

Noor comes with a 22-year background helping brands with their creative advertising, integrated marketing, strategic branding and digital communications. Most recently, he has been focused in social media, taking brands like Celcom Xpax, Telekom Malaysia, Kraft Mondelez, Oreos, Porsche and Frasers Hospitality forward in the digital space.

After two decades of helping brands with theirs, he has recently ventured out on his own to create one. He is launching Purpose, a line of performance sportswear that will cater to the triathlon, cycling and multisport community.



0245pm
**Keeping Shoppers
APPS-dated**
**By Ms Meredith Wallace,
Head of Social Media,
Lion & Lion Digital Agency**

Re-inventing the Retail Scene in a Digitally Connected World - This session will cover challenges and opportunities that have emerged for the retail industry with adoption of digital platforms, especially the growth of smartphone usage. Key topics will include bringing the retail experience to life on digital, keeping shoppers updated with mobile apps, and driving footfall with digital (with case study to be presented).

Meredith Wallace is currently the Head of Social Media for Lion & Lion, a digital agency with offices throughout Southeast Asia. Though only two years old, Lion & Lion recently received the Social Media Agency of the Year Award at the A + M Magazine Agency of the Year Awards. Based in Kuala Lumpur, Meredith oversees the social media activities for clients such as the L'Oreal Group, including L'Oreal Paris, Maybelline, Lancome, Garnier, Shu Uemura, and Kiehl's.

0315pm Afternoon Tea Break



0345pm
**Branding The Shopping Mall
Experience**
**By Mr Ronald C. Vining,
Chief Brandaffine,
BrandInflux, Singapore**

Join Futurist Marketer | Brand Advisor | CXO Speaker - Ron Vining in Kuala Lumpur, Malaysia on 4-5 November when he comes full-circle, by returning to one of his most beloved topics, with an all-new c-level presentation on how to transform the food & beverage, retail and shopping mall experience into a fully branded, 360° omni-channel marketing experience. Hear from one of the industry's top branding experts on brand experience via transmedia storytelling engagement. This presentation will examine: branding and partnerships in shopping malls, the use of VIP concierge consultancy in shopping malls, enhancement of hyperconnected IoT technology for customer relationships in shopping malls and case studies examining best in class omni-channel branding projects in malls across the globe.

From technology, entertainment and retail to hospitality, financial services and politics, Ronald Vining has advanced over 25 of the top 100 iconic brands such as Apple, Google, BMW, Disney, Amex, Levi Strauss and The White House.

He delivers an influx of innovative B2B2C brand experiences to millions of users by fostering brand and customer engagement strategies between enterprise and their consumers via omni-channel platforms including immersive mobile ecosystems, social buzz and themed physical environments. As a creative, tech-savvy & visionary C-level marketing professional, Ron is a renowned master-class trainer and keynote speaker on transmedia content marketing to audiences across the globe.

Ron is the founder of BrandInflux, a Learnami Interactive Technologies company, Singapore, an IoT consultancy specializing in brand experience marketing, digital engagement strategies and loyalty programs for B2B and B2C. He is also an Adjunct Professor & Fellow, Digital Media Lab at The University of Massachusetts - College of Management, Boston.



0430pm
**Turning Data Into Revenue:
how to benefit from location
based intelligence?**
**By Mr Yannick Kennel,
General Manager APAC-Path
Intelligence**

What makes a shopping center successful? Location, architecture, brand mix, and marketing - and once the center is built, the first two are fixed.

Now it's all about tailoring the shopping experience to match your target shopper.

Getting that right depends on understanding your shoppers' behavior: who's the visitor, the shopper and the tourist? What brands work well together? What's the right brand for the vacant unit? What makes this zone hot and that one cold? Which marketing activity is - and isn't - working?

Yannick has served in a variety of management and business development capacities in the Asia Pacific region with medium and multinational IT companies. Prior to Path Intelligence he was General manager APAC at Footfall/Experian and Managing Director South East Asia at Premiere Global Services with a proven record in leadership and sales results in both companies.

At Path Intelligence, Yannick had the prime responsibility for driving the strategic growth of Path Intelligence in Asia Pacific as part of the expansion plan. Yannick has brought to Path Intelligence over 18 years' experience in managing IT business in Asia Pacific. His management focus is dedicated to establishing strategic alliances, new market entry, closing large direct sales as well as formulating and implementing distribution strategies in Asia Pacific.

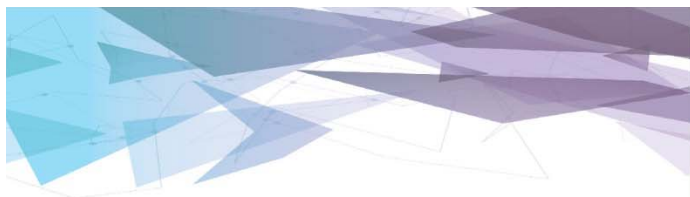
0515pm Q & A
**Moderator: Mr Tan Joon Kai,
Secretary, PPK Malaysia**

**0600pm Concluding Remarks
End of Seminar**

Programme subject to change at the discretion of the organizer

Endorsed by:





2015 PRICELESS GEMS OF CREATIVITY V.3

Organised by:



PPK Malaysia
Malaysia Shopping Malls Association

Endorsed by:



Category 1
(for affiliated
members)

Category 2
(for non-
members)

Normal Rate
Single Registration

RM 2,756
(US\$ 787)

RM 3,180
(US\$ 909)

Normal Rate
Group discounted rate
(min. 3 pax from the
same co.)

RM 2,544
(US\$ 727)

RM 2,862
(US\$ 818)

Registration Form

For further details, please contact and / or fax this Registration Form to the organiser:

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

A608, 6th Floor, Block A, No 1, Jalan SS 20/27, Damansara Intan, 47400 Petaling Jaya, MALAYSIA

Tel : 603 7727 6202/6232 Fax : 603 7727 6203

Email : secretariat@ppkm.org.my

For Telegraphic Transfer and Bank Drafts, please remit to:

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

Account No : 80-0263685-0

CIMB Bank 48, Jalan SS21/35, Damansara Utama, 47400 Petaling Jaya, MALAYSIA.

SWIFT CODE : CIBB MYKL

PLEASE USE BLOCK CAPITALS AND/OR ATTACH YOUR BUSINESS CARD, THANK YOU.

Name (please underline surname): Mr / Ms _____

Designation: _____

Organisation: _____

Address: _____

Country: _____ Postal Code: _____

Nationality: _____

Tel: _____ Mobile No: _____ Email: _____

Contact Person: Name _____ Tel: _____ Email: _____

Name of Association: _____

Membership Number: _____

Who Should Attend:

- Advertising, promotions, public relations, marketing communications managers, event managers and advertising agency executives and consultants responsible for branding and formulating marketing campaigns / loyalty programmes.
- Leasing professionals, leasing directors and marketing agents responsible for trend-sporting, tenant mix strategy and tenant selection.
- Operations, engineering, security and customer service executives pursuing increased productivity and a higher level of excellence.
- Corporate and regional executives seeking in-depth knowledge on the market, its latest updates and consumer confidence.
- Other shopping centre professionals from various disciplines who wish to be exposed to innovative strategies and practical techniques highlighted through case studies from gurus and experts.

Important Notes:

- All costs indicated are inclusive of GST
- Group discount will be applicable for a group of 3 or more delegates from the same company
- Payment is required together with registration and must be received prior to the seminar to confirm seating
- Walk-in delegates will only be admitted on the basis of space availability at the seminar and immediate full payment
- The programme and the invited speakers are subject to change without notice at the organiser's discretion
- No cancellation will be accepted after registration has been received. In the event the participant is unable to attend the course, a replacement from the same organisation may be arranged.