



MEMBERS CIRCULAR
(East Malaysia - Sarawak & Sabah Shopping Malls)

2 October 2018

Ref 041/10/18

Dear Members

2-day WORKSHOP: GOING SOCIAL WITH FACEBOOK AND INSTAGRAM

Greetings, we are pleased to inform all members in Sarawak & Sabah that we will be specially organising the above 2-day workshop on **GOING SOCIAL WITH FACEBOOK AND INSTAGRAM** within the scenario of shopping mall marketing.

- ***Do you want to turn your lifeless Facebook page and Instagram accounts into active, powerful marketing tools?***
- ***Do you want to acquire more fans for your FB Page with very minimal budget?***
- ***Learn how to grow your business with advanced Facebook & Instagram marketing strategies.***
- ***Get ready for tips that will help you develop and customize top-notch, strategic content that will propel you into the world of social media ready to build your business.***

There will be 2 separate workshops at Kuching and/or Kota Kinabalu (same syllabus) as follows and these will only be confirmed subject to a minimum registration of 20 pax and a maximum of 24 pax for each workshop:

KUCHING, SARAWAK		KOTA KINABALU, SABAH	
Date:	Tues 13 - Wed 14 November 2018	Date:	Thurs 15 – Fri 16 November 2018
Time:	8.30 am – 5.00 pm	Time:	8.30 am – 5.00 pm
Venue:	Hilton Kuching Jalan Tuanku Abdul Rahman 93748 Kuching	Venue:	Sutera Harbour Resort No.1, Sutera Harbour Boulevard 88100 Kota Kinabalu
		PPK members	Non-members
Registration (per person)		RM 1,999.00	RM 2,400.00

Please refer to details of the workshop programme overleaf.

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

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The trainer will be **Ms Vanda Chan** who is a social media and online marketing specialist, proficient in social media crisis management. She graduated with Master of Information Technology from Charles Sturt University and was with Nestle Malaysia for the past 25 years, pioneering digital marketing for the company.

All participants will be required to bring along their own laptop and this will ensure that each participant is able to get hands-on and practical experience during the session.

Interested participants are requested to register with us before the **closing date of Monday 22 October 2018**. In the meantime, please do not hesitate to contact secretariat@ppkm.org.my if you need further details.

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

A handwritten signature in black ink, appearing to read 'Teo Chiang Kok', with a large, sweeping flourish underneath.

TAN SRI DATO TEO CHIANG KOK
President

2-day WORKSHOP: GOING SOCIAL WITH FACEBOOK AND INSTAGRAM (East Malaysia) Programme

Day 1

- Digital Landscape (Global & Malaysia)
- Overview of a few important social media platforms e.g. Facebook, Instagram, LinkedIn & Pinterest
- Latest Facebook and Instagram Trends
- Facebook Anatomy
- Facebook Marketing strategy (Overview)
- Target Audience
- Ads objectives
- Video aspect ratio
- Facebook Business Manager
- Community Management – Managing negative reviews/mentions, crisis management and brand awareness and engagement.
- Business page setting
- Facebook & Instagram post types
- Facebook & Instagram content strategy
- Resources and Tools
- Graphic tools for non-designer
- Social video tools for easy video making
- Checking on competitors' insights
- Content management
- Ideas sources

Day 2

- Copywriting for social media
- Facebook Ads Manager
- Ads objectives
- Audiences – Saved, Custom and Lookalike
- Placement
- Bidding strategy
- Budget and schedule
- Split Test
- Ads Policies - Dos and Don'ts
- Facebook contests – Dos and Don'ts
- Setting KPIs and Benchmark

Please note that programme is subject to change at the discretion of the organiser

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TO: PPK MALAYSIA
A 608, 6th Floor, Lobby 2, Block A
No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya

Email: secretariat@ppkm.org.my

We are interested to attend the abovementioned seminar and wish to register the following names:

NAMES	DESIGNATION	OFFICE TEL:	MOBILE NO.	EMAIL ADDRESS:
1.....
2.....
Name of Organisation/ Shopping Centre/Building (for billing purposes):			
Billing Address:			
Name of Contact personnel:			
Email of Contact personnel:			
Tel. No. of contact personnel:			

Yours faithfully

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Name :
Date :
Company Stamp:

****please tick which venue you are selecting; in the event there is insufficient registration, we may hold only 1 workshop in whichever location fulfills the required minimum of 20 pax and we will keep you informed in due course. Please register with secretariat@ppkm.org.my on or before Monday, 22 October 2018, thank you !***