



## **MEMBERS CIRCULAR**

15 May 2019

Ref 025/05/19

Dear Members

### **TTT: Beyond Footfall Traffic Count**

Greetings from PPK Malaysia! We are continuing with our 2<sup>nd</sup> Teh Tarik Talk (TTT) series for this year by **TIDE Analytics**, who will share an in-depth analysis of why measuring more than just traffic count is essential for mall owners. Traffic count is one of the most important matrix among shopping malls. With today's technology, it is becoming possible to measure more complex customer behaviour, and gain insightful information than before - not just how many customers visit your mall, but how they interact inside, how long they stay, how often they return, etc.

Join us as follows in exploring some case studies of how these insights help shopping malls make strategic decisions in marketing, operations, and resource planning:

Date: Tuesday, 25 June 2019  
Time: 3.00 – 5.00 pm (Registration starts from 2.30 – 3.00 pm)  
Venue: Brunsfield TusStar  
Level 10, Oasis Wing, Brunsfield Oasis Tower 3  
No. 2, Jalan PJU 1A/7A, Oasis Square, 47301 Petaling Jaya

The event will be presented by Mr Ivan Loh, who founded TIDE Analytics in 2013, a data analytics company that helps businesses make data driven decisions. Today, TIDE serves various shopping malls including Sunway Pyramid, Sunway Velocity, Sunway Putra, Avenue K, etc. Prior to founding TIDE, Ivan has strong knowledge of technology and understanding in the finance and banking industries.

TTT will be an excellent opportunity for networking and light refreshments will be served. ***Please note that a nominal fee of RM53 per pax (service tax included) will be chargeable for the 1st person registered for this exclusive event and the 2nd person from the same company will be accorded complimentary registration.***

***In the event a 3rd person registers, RM53 will again be chargeable but the 4th person will be on a complimentary basis and so on. In the event you have registered for same and are unable to attend, kindly send a representative otherwise the fees will still be chargeable to you.*** Kindly send in your RSVP as per the attached form to us soonest possible before the deadline of Monday, 10 June 2019. Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**

**TAN SRI DATO TEO CHIANG KOK**

President

**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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TO: PPK MALAYSIA Email: [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my)  
A 608, 6th Floor, Lobby 2, Block A  
No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya

We are interested to participate in the abovementioned event and wish to register the following:

| NAMES        | DESIGNATION | MOBILE NO. | EMAIL ADDRESS: |
|--------------|-------------|------------|----------------|
| 1 Mr/Ms..... | .....       | .....      | .....          |
| 2 Mr/Ms..... | .....       | .....      | .....          |

|  |                         |
|--|-------------------------|
| Name of Organisation/<br>Shopping Centre/Building: | .....                   |
| Address:   | .....<br>.....<br>..... |
| Name of Contact personnel:                         | .....                   |
| Email of Contact personnel:                        | .....                   |
| Tel. No. of contact personnel:                     | .....                   |

Enclosed please find our payment amounting to RM .....payable to PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK) via cheque No. ....dated .....for ..... persons (@ RM53.00 for 2 pax). Thank you.

**NOTE:** *In the event you have registered for same and are unable to attend, kindly send a representative otherwise the registration fee will still be chargeable to you.*

Yours faithfully

Name :  
Date :  
Company Stamp:

**PLEASE COMPLETE INFORMATION IN ALL SECTIONS OF THIS FORM and email to [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) or fax it to 03-77276203 on or before the closing date of Monday, 10 June 2019, thank you !**