



**MEMBERS CIRCULAR**

20 June 2024

Ref 037/06/24

Dear Members

**SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SEMINARS (SMMCES)  
(formerly known as CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT):**

- Marketing and Leasing
- Operations and Maintenance

Greetings ! PPK Malaysia is pleased to announce that we shall be offering the abovementioned **SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SEMINARS (SMMCES) (or formerly known as CERTIFICATION COURSES) for 2-2024** as indicated below:

Module	Dates	Venue
Marketing and Leasing (Part 1 & 2) (classes run concurrently)	Monday, 5 August 2024 to Wednesday, 7 August 2024 (3 days)	JW Marriott Kuala Lumpur Jalan Bukit Bintang, Kuala Lumpur
Operations & Maintenance (Part 1 & 2) (classes run concurrently)	Thursday, 8 August 2024 to Saturday, 10 August 2024 (3 days)	JW Marriott Kuala Lumpur Jalan Bukit Bintang, Kuala Lumpur

**Please be informed that we have obtained approval from HRD Corp for the following:**

Marketing and Leasing Part 1	Training Programme No.	10001254601
Marketing and Leasing Part 2	Training Programme No.	10001429145
Operations & Maintenance Part 1	Training Programme No.	10001256062
Operations & Maintenance Part 2	Training Programme No.	10001429110

Therefore, if you are applying for HRD Corp grant approval, **kindly quote the above programme reference and indicate that the programme is under SBL KHAS.**

Parts 1 and 2 for the above 2 modules will be run concurrently and are **repeat courses** for those who did not manage to participate during the previous occasions.

Individuals who wish to undertake the FULL certification ie Part 1+2+3 will be given thirty six (36) months to complete a full certification course. (However, in view of the schedule disruption caused by the pandemic, appropriate concessions will be accorded to previous candidates who are advised to contact/email our secretariat for further details.)

**Persatuan Pengurusan Kompleks Malaysia (PPK)**

**Malaysia Shopping Malls Association**

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The structure of the full certification for the 3 modules, comprising of Part 1 --> Part 2 --> Part 3 is as follows:

<b>PART 1</b>	<b>PART 2</b>	<b>PART 3</b>	<b>CERTIFICATION</b>
<u>CERTIFICATE I</u> MALL MARKETING & LEASING (SEMINAR ONLY)	<u>CERTIFICATE II</u> SEMINAR & WORKSHOPS	<u>CERTIFICATE III</u> COURSE WORK, EXAMINATION, PRESENTATION, & INTERVIEW	CERTIFIED MALL MARKETING & LEASING MANAGER (CMMLM)*
<u>CERTIFICATE I</u> MALL ADMINISTRATION (SEMINAR ONLY)	<u>CERTIFICATE II</u> SEMINAR & WORKSHOPS	<u>CERTIFICATE III</u> COURSE WORK, EXAMINATION, PRESENTATION, & INTERVIEW	CERTIFIED MALL ADMINISTRATION, MANAGER (CMAM)*
<u>CERTIFICATE I</u> MALL OPERATIONS & MAINTENANCE (SEMINAR ONLY)	<u>CERTIFICATE II</u> SEMINAR & WORKSHOPS	<u>CERTIFICATE III</u> COURSE WORK, EXAMINATION, PRESENTATION, & INTERVIEW	CERTIFIED MALL OPERATIONS MANAGER (CMOM)*
			PART I + II + III CERTIFIED MALL MANAGER (CMM)*

\* Upon completion of the relevant courses, participants can then apply to be a Certified Manager in the selected module or Mall Manager (upon completion of all 3 modules).

Please note as follows:

- A separate schedule/invitation for Part 3 (final Part) will be forwarded in due course to qualified participants ie those who have completed Parts 1+2 in the required time frame.
- Participants who wish to apply for certification must be ordinary individual members of PPK Malaysia and non-individual members who attend the course will only obtain a Certificate of Attendance

**Our Certification Courses are uniquely special, with dedicated content focused on shopping mall operations and instructors/speakers are hands-on practitioners in their specialized fields so do take the opportunity to join us.** We are confident that these will be the first step in the right direction to address the need for the certification of individuals in the industry and boost the level of professionalism and performance of the shopping mall industry.

Kindly note that we shall be applying for CPD (Continuous Professional Development) credits for the forthcoming courses from Lembaga Penilai, Pentaksir, Ejen Hartatanah, dan Pengurus Harta Malaysia (Board of Valuers, Appraisers, Estate Agents & Property Managers Malaysia).

Enclosed are the programmes for the Course for your perusal and interested participants may submit their registrations (details overleaf) **on or before the deadline of Friday, 19 July 2024.**

#### **IMPORTANT NOTES:**

- 1 Group discount is available for a minimum 3 or more participants who register for the same module from the same organization.
- 2 All registrations must be made online with payment to be made thereafter and must be received prior to the seminar to confirm seating, latest by 19 July 2024. **Any registrations received after the above deadline will incur late surcharges of RM216 per registration per module.**

- 3 Walk-in delegates will only be admitted on the basis of space availability at the seminar and immediate full payment.
- 4 We will reconfirm registrations as soon as possible on a first-come-first served basis. At the same time, we reserve the right to re-schedule any classes which do not meet the minimum requirements by the venue provider.
- 5 The organizer reserves the right to make amendment(s) without prior notice.
- 6 **Cancellation Policy:** We regret we are unable to accept any cancellations once delegates have registered but if they are unable to attend the seminar, a substitute delegate may be arranged. Please inform us accordingly on or before 19 July 2024.
- 7 If participants are unwell during the seminar, we reserve the right to refuse entry and/or they will be asked to leave immediately.
- 8 **In the event the registered delegate(s) are absent for whatsoever reasons, we will bill the company directly for the full sum of the seminar fees.**

For further details and information, you may call our Secretariat at Tel: 03-7727 6232/email to [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my).

Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**



**PHANG SAU LIAN**  
President

Endorsed by:



## PPKM CERTIFICATION COURSE REGISTRATION

### PLEASE TAKE NOTE OF THE FOLLOWING:

- 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.
- **PPK MALAYSIA** reserves the right to make any amendments and / or changes to the programme if warranted by circumstances beyond its control.
- *Full payment is required with registration and must be received prior to the seminar **latest by 19 July 2024** to confirm seating.*
- ***For registrations received after the closing date, a late surcharge of RM216 per registration per module shall be imposed. Deadline: 19 July 2024***
- *Walk-in delegates will only be admitted on the basis of the space availability on the day of the seminar held and with immediate full payment including the late surcharge.*
- *All participants are required to attend the full day course failing which Certificate of Attendance will not be given.*
- *The **non-refundable fee** includes the cost of the sessions, lunch & tea breaks, seminar notes and a Certificate of Attendance.*
- *Attire - office wear.*

**FEES below include 8% service tax. There will be a discount per pax for minimum 3 or more participants who register for the same module from the same organization.**

MODULE	Single Registration		Group Registration (min. 3 pax from the same company)	
	Members PPKM / MRCA / REHDA / MRA / FIABCI (RM)	Non- members (RM)	Members PPKM / MRCA / REHDA / MRA / FIABCI (RM)	Non- members (RM)
A Marketing & Leasing Part 1 (3 days)	1,566	1,782	1,512	1,728
B Marketing & Leasing Part 2 (3 days)	1,782	1,998	1,728	1,944
C Operations & Maintenance Part 1 (3 days)	1,566	1,782	1,512	1,728
D Operations & Maintenance Part 2 (3 days)	1,782	1,998	1,728	1,944

Please register at the following links:

Marketing & Leasing Part 1: <https://forms.gle/o1b5fHd3x7zVxNRh9>

Marketing & Leasing Part 2: <https://forms.gle/LZBzrCwXTMoVuop38>

Operations & Maintenance Part 1: <https://forms.gle/Ns9dwn7cpXAq5swk9>

Operations & Maintenance Part 2: <https://forms.gle/nYiUqZMVk4GQyupB9>

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**PPK Malaysia**

Malaysia Shopping Malls Association

# SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SEMINARS





## About the Programme

**T**his Continuous Education Seminar is designed to elevate the level of professionalism for mall management. It expands your knowledge, skills and offers participants a series of introductory and advanced learning sessions from experienced mall practitioners. It covers the fundamentals of mall management and comprehensive course materials,

### MODULE

- Marketing and Leasing
- Operations and Maintenance
- Administration

### BENEFITS OF PROGRAMME

- Increase your knowledge and skills
- Elevate your professional standards
- Advance your worth and career
- Raise mall management standards
- Drive results for your company
- Networking

IF YOU ARE INTERESTED IN THE PROGRAMME, PLEASE CONTACT PPK MALAYSIA AT:

T: +603 7727 6202 / 6232  
E: SECRETARIAT@PPKM.ORG.MY

Endorsed by:



### PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

Malaysia Shopping Malls Association  
A608, 6th Floor, (Lobby 2), Block A, No. 1, Jalan SS 20/27, Damansara Intan, 47400  
Petaling Jaya, Selangor D.E., Malaysia.

Phone: +603 7727 6202/6232 Email: secretariat@ppkm.org.my Web: www.ppkm.org.my

## Marketing & Leasing

In this constantly evolving market, you need to stay in touch with the evolution of the shopping mall industry. Learn of the humble beginnings of the Malaysian mall industry, its definitions and how it has evolved to become global icons and landmarks.

### Marketing

Understanding what marketing is and the roles it plays for a shopping mall is pivotal for its success. You will learn the fundamentals of marketing and gain insights into the formulation of a marketing plan and budget. The marketing mix of events, sales promotions, visual merchandising and media will be discussed and how it can be used cohesively to execute the plan.

Today's competitive environment has forced malls to communicate effectively and persuasively. Learn how to design a good communications programme and the foundation for a crisis communication plan.

### Advertising

Be introduced to the world of advertising and the principles of an effective campaign. This session equips you with the knowledge of an effective plan using different types of media to drive results.

### Market Research

This session teaches you the objectives of research design and data in mall development. Research allows for the understanding of consumers and prepares you for better decision making.

### Leasing

One of the critical success factors for a shopping mall is good retail and tenant mix. Learn the basics, roles, terminology and procedure of leasing a store. You will be given insights into the strategies for good tenant selection, tenancy mix to layouts. This interactive session with case studies will enable you to solve conflicts and provide resolutions to lease situations.

## Fit Out and Design

Mall and store designs have become icons that shaped cities and towns. Learn the correlation between leasing, fit-out and design and how consumers' changing habits have shaped the retail spaces in malls.

## Operations & Maintenance

### Safety and Security

In this session, you will be exposed to all aspects of safety and security practices in malls. The Command centre and Control system operations will be outlined along with the procedures for an ERT (Emergency Response Team). A mall tour will be organised for a site learning experience.

### Mechanical and Electrical (M&E)

An integral component to mall operations is the M&E systems. Learn the terminology and systems operations of the air conditioning and ventilation systems that impact your mall's common spaces, retail stores, car park and more. Case studies will be presented to demonstrate the systems and its link to the mall.

### Energy Savings and Managements

With the electricity tariff increase, malls are proactively taking steps to go green and stay sustainable. Find out more on energy saving practices and how to convert malls into energy efficient buildings. Discover how energy audits are performed to keep energy consumption at the most cost-effective level.

### Housekeeping

Housekeeping is important in creating a conducive, hygienic and well-maintained shopping environment for shoppers. Gain insights into how to maintain a good housekeeping standard to get the best out of your mall's service contracts.

### Car Park Management

All you need to know about managing a quality car park. From equipment, payment methods, signage, cleaning, security controls of staff, for you to

make the best assessment for your car park operations.

## Maintenance Plan

Learn all about the mall's reactive, preventive and predictive maintenance plans and its advantages. A good plan is essential to ensure the most cost-effective way to maintain our malls in the long term.

## Administration

### Managing Industrial Relations and Disputes

Setting KPIs (key performance indicators) for employees is important to drive results. Learn how to create efficiency, innovation, and networking within your workplace to charter staff growth.

This session addresses issues related to work misconduct, poor performance and disputes and how to manage it effectively.

### Effective Organizational Control

Having a company vision and effective control in an organization is a driving force for success. By providing a clear understanding of the employees' roles, the team will work cohesively and motivate change as a tool for innovation. Malls must stay effective in the face of competition and promote good organizational culture.

### Insurance-An Essential Need

A review on why malls need insurance and the various types to cover mall management and operations. Understand what are the consequential losses due to mall incidents, the associated risks and how essential insurance is for a mall management.

### Management of Litigation

A number of questions arise from what happens if a lawsuit were to happen. In this session, you will be exposed to various types of legal actions that can happen in a mall environment. Past cases will be reviewed for a clear understanding of litigation matters.