

PEOPLE | PURPOSE | PASSION | TECHNOLOGY | TACTICS | TECHNIQUE

**HRDF**

CONFERENCE & EXHIBITION **2019**



**26 – 27 NOVEMBER 2019**  
**KUALA LUMPUR CONVENTION CENTRE**  
**MALAYSIA**

Organised by



Supported by



[www.hrdfconference.com.my](http://www.hrdfconference.com.my)



**PEOPLE | PURPOSE | PASSION**



**TECHNOLOGY | TACTICS | TECHNIQUES**

The HRDF Conference and Exhibition is currently at its 19th year and has steadily drawn more participants year-by-year ranging from both local and international level from various industries. HR professionals regard the HRDF Conference and Exhibition as one of the "must attend" HR conferences of the year.

This year's theme emphasises on six key values, 3Ps and 3Ts, representing the power that contributes to the Malaysian economy and progress towards a universal economic growth.

This is your chance to hear from those leading the charge in their organisations in addressing these top of mind challenges for today's HR and business leaders.

Being the largest HR Conference in Southeast Asia, HRDF's annual prestigious event allows delegates the chance to reconnect, engage and explore future trends and best practices in the world of HR in this two-day, energy-packed event with renowned thought leaders across the globe.

Our leading HR tech solution providers will share with you how they are approaching building new tools to support organisations in meeting their diversity and inclusion goals.

**TAKE ADVANTAGE OF THIS YEAR'S NEW SEGMENT, INTRODUCING C-SUITE SESSIONS – WHICH RUNS ACROSS TWO POWER PACKED DAYS, A PERFECT AVENUE FOR HR AND LEARNING & DEVELOPMENT PROS. JOIN FELLOW C-SUITE PROFESSIONALS FOR THOUGHT-PROVOKING PRESENTATIONS AND PANEL DISCUSSIONS ON TRENDS AND TOPICS RELATIVE TO TODAY'S BUSINESS LEADERS THAT WILL LEAVE YOU WITH ACTION-ORIENTED TAKEAWAYS. THESE C-SUITE SESSIONS ARE MEANINGFUL OPPORTUNITIES TO NETWORK, COMPARE AND CRITIQUE STRATEGIES, AND COME AWAY WITH A RESEARCH-BASED ACTION PLAN FOR TACKLING YOUR ORGANISATION'S MOST PRESSING CHALLENGES.**



MY HRDF @myhrdf



myhrdf



HRDF Malaysia



HRDF Malaysia

## TUESDAY, NOVEMBER 26, 2019

8.00 am – 9.00 am	Registration	
9.00 am – 10.00 am	Opening Ceremony by <b>YB M. Kula Segaran, Minister of Human Resources, Malaysia</b>	<b>PLENARY HALL</b>
10.00 am – 11.00 am	Networking Coffee Break	
11.00 am – 12.30 pm	Opening Session <b>Keynote Speaker</b> People, Purpose, Passion   Technology, Tactics, Techniques	<b>PLENARY HALL</b>
<b>C-SUITE SESSION &amp; NETWORKING</b> (for C-Suite Participants only)		
12.30 pm – 4.30 pm	<b>Leadership</b> Augmented Intelligence Leadership	<b>ROOM 304 – 305</b> <i>Lunch and coffee break in room 306</i>
12.30 pm – 2.00 pm	Networking Lunch	<b>BALLROOM 1 &amp; 2</b>
<b>MASTERCLASS SESSION</b> (for Masterclass Participants only)		
2.00 pm – 4.30 pm	Scrum and Agile Framework in Managing People	<b>ROOM 301</b>
<b>Hall A – Concurrent Session</b>		<b>PLENARY HALL</b>
2.00 pm – 3.00 pm	<b>HR Technology</b> Using Augmented Intelligence (AI) to develop the Employee Experience	
<b>Hall B – Concurrent Session</b>		<b>BANQUET HALL</b>
2.00 pm – 3.00 pm	<b>Mindset</b> The Good, Bad, and Ugly: Implementing Culture of Feedforward	
<b>Hall C – Concurrent Session</b>		<b>PLENARY THEATRE</b>
2.00 pm – 3.00 pm	<b>Government</b> TBC	
<b>Sponsored Session</b>		<b>ROOM 307 – 309</b>
2.00 pm – 3.00 pm	<b>Personal Development</b> Network Like An Introvert : Important Tips for All Behaviour Styles	
3.00 pm – 3.30 pm	Networking Coffee Break	
<b>Hall A – Concurrent Session</b>		<b>PLENARY HALL</b>
3.30 pm – 4.30 pm	<b>Data Analytics</b> HR Analytics : Empowering the Talent Support Strategy via Big Data	
<b>Hall B – Concurrent Session</b>		<b>BANQUET HALL</b>
3.30 pm – 4.30 pm	<b>Wellbeing</b> Mental Health and Productivity In The Workplace: HR Roles in Promoting Environment of the Acceptance	
<b>Hall C – Concurrent Session</b>		<b>PLENARY THEATRE</b>
3.30 pm – 4.30 pm	<b>Government</b> Beyond the Illusion of Inclusion: Leveraging Skills of Disabled Employees for Competitive Advantage	
<b>Sponsored Session</b>		<b>ROOM 307 – 309</b>
3.30 pm – 4.30 pm	<b>Mindset</b> Moving Beyond Stereotypes in the Workplace	
4.30 pm	End of Conference Session Day 1	

\* The organiser reserves the right to amend the content, speakers and timing of the programme in the best interest of the conference.

## WEDNESDAY, NOVEMBER 27, 2019

### MASTERCLASS SESSION (for Masterclass Participants only)

9.00 am – 1.00 pm

How Design Thinking Disrupts HR

**ROOM 301**

#### Hall A – Concurrent Session

PLENARY HALL

9.00 am –  
10.00 am

**HR Technology**  
 Technology Meets People: Identifying and  
 Justifying the Right Solution

#### Hall B – Concurrent Session

BANQUET HALL

9.00 am –  
10.00 am

**Mindset**  
 Traumatic Experience in the Workplace :  
 What Happened in Vegas Didn't Stay in Vegas

#### Hall C – Concurrent Session

PLENARY THEATRE

9.00 am –  
10.00 am

**Wellbeing**  
 The Skills Quotient: How to Determine the Skills  
 of Your Organisation

#### Sponsored Session

ROOM 307 – 309

9.00 am –  
10.00 am

**Personal Development**  
 Network Like an Introvert for All Personality  
 Styles

### C-SUITE SESSION & NETWORKING (for C-Suite Participants only)

10.00 am – 2.30 pm

**Leadership**  
 Augmented Intelligence Leadership

**ROOM 304 – 305**

*Lunch and coffee break in room 306*

10.00 am – 11.00 am

Networking Coffee Break

#### Hall A – Concurrent Session

PLENARY HALL

11.00 am –  
12.00 pm

**Mindset**  
 Building Emotional Connection between  
 Organisational Branding and Employees

#### Hall B – Concurrent Session

BANQUET HALL

11.00 am –  
12.00 pm

**Wellbeing**  
 Cultivating Worker Passion as Cornerstone  
 of Talent Development

#### Hall C – Concurrent Session

PLENARY THEATRE

11.00 am –  
12.00 pm

**Government**  
 TBC

#### Sponsored Session

ROOM 307 – 309

11.00 am –  
12.00 pm

**HR Technology**  
 Leveraging on Blockchain Technology for  
 Transactional Trust

#### Hall A – Concurrent Session

PLENARY HALL

12.00 pm –  
1.00 pm

**HR Technology**  
 The Impact of AI in HR Profession

#### Hall B – Concurrent Session

BANQUET HALL

12.00 pm –  
1.00 pm

**Mindset**  
 Cultural Competence: The Intersection of  
 Culture and Engagement

#### Hall C – Concurrent Session

PLENARY THEATRE

12.00 pm –  
1.00 pm

**Government**  
 TBC

#### Sponsored Session

ROOM 307 – 309

12.00 pm –  
1.00 pm

**Wellbeing**  
 Benefits in the Workplace: Competitive  
 Practices for Impact in 2019

1.00 pm – 2.30 pm

Networking Lunch

**BALLROOM 1 & 2**

2.30 pm – 4.00 pm

Plenary Session  
**Keynote Speaker**  
 People, Purpose, Passion ∩ Technology, Tactics, Techniques

**PLENARY HALL**

4.00 pm – 4.30 pm

Closing Ceremony by  
**YB Dato' Mahfuz bin Omar, Deputy Minister of Human Resources, Malaysia**

**PLENARY HALL**

4.30 pm

Networking Coffee Break / End of Conference

## CONFERENCE PACKAGES

### Individual

Early bird registration  
(per pax)

**RM 1,520.00** discount 5%  
before 30 June 2019

Normal registration  
(per pax)

**RM 1,600.00**

#### Package includes

- ✓ Access to both days of conference (Free Seating)
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

### Group (Min. 3 pax)

Early bird registration  
(per pax)

**RM 1,368.00** discount 5%  
before 30 June 2019

Normal registration  
(per pax)

**RM 1,440.00**

#### Package includes

- ✓ Access to both days of conference (Free Seating)
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

### Government

Conference only  
(per pax)

**RM 1,440.00**

#### Package includes

- ✓ Access to both days of conference (Free Seating)
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

Conference + Masterclass  
(per pax)

**RM 1,890.00**

#### Package includes

- ✓ Access to both days of conference (Free Seating)
- ✓ Access to Masterclass on both days
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

\* Masterclass is limited to 100 pax only

### Student

Conference only  
(per pax)

**RM 800.00**

#### Package includes

- ✓ Access to both days of conference (Free Seating)
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

Conference + Masterclass  
(per pax)

**RM 1,050.00**

#### Package includes

- ✓ Access to both days of conference (Free Seating)
- ✓ Access to Masterclass on both day
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

\* Masterclass is limited to 100 pax only

### Masterclass

**RM 2,100.00** (per pax)

#### Package includes

- ✓ Access to Masterclass on both days
- ✓ Access to both days of conference (Free Seating)
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Coffee and tea breaks
- ✓ Networking lunch

\* Masterclass is limited to 100 pax only

### C-Suite Package

**RM 2,600.00** (per pax)

#### Package includes

- ✓ Exclusive access to C-Suite Networking Session
- ✓ Access to both days of conference (Free Seating)
- ✓ Access to conference exhibition
- ✓ Welcome pack
- ✓ Premium lunch and refreshments at C-Suite Lounge

\* C-Suite Package is limited to 100 pax only

## REGISTER NOW!

We have a new registration system process in place that will allow you to register online in just a few minutes with no hassle. Please follow the **5 SIMPLE STEPS** below to register.

### STEP 1

visit  
[www.hrdconference.com.my](http://www.hrdconference.com.my)

### STEP 2

Click on the  
**'Register'** button

### STEP 3

Fill in all the required  
information in  
the registration  
form

### STEP 4

Once you have  
filled in all the  
information,  
please click on the  
**'Submit'** button

### STEP 5

After you have  
completed your  
submission, a notification  
email will be sent to  
you to confirm  
your participation

#### SUBSTITUTION OR CANCELLATION:

- Only allowed before the issuance of the confirmation letter and request must be made via e-mail or fax to the organiser before 31 October 2019.
- Any changes after the deadline will not be entertained.
- Acceptance will be on a first come first served basis.

#### FOR INQUIRIES:

#### CONFERENCE SECRETARIAT

Pembangunan Sumber Manusia Berhad (545143-D)  
Wisma HRDF, Jalan Beringin, Damansara Heights, 50490 Kuala Lumpur  
Toll Free 1-800-88-4800

Tel : 03-2096 4709 / 4960 / 4958 / 4604  
Fax : 03-2096 4946 / 4907  
Email : mior@hrdf.com.my  
amalina@hrdf.com.my  
mhafizee@hrdf.com.my  
mohdkhairizal@hrdf.com.my

## CONFERENCE PACKAGES

### Individual Package

Early Bird  RM 1,520.00 / pax  
 (Before 30 June 2019)  
 Normal  RM 1,600.00 / pax

### Government Package

Conference only  RM 1,440.00 / pax  
 Conference + Masterclass  RM 1,890.00 / pax

### Masterclass Package

Normal  RM 2,100.00 / pax

### Group Package (Min. 3 pax)

Early Bird  RM 1,368.00 / pax  
 (Before 30 June 2019)  
 Normal  RM 1,440.00 / pax

### Student Package

Conference only  RM 800.00 / pax  
 Conference + Masterclass  RM 1,050.00 / pax

### C-Suite Package

Normal  RM 2,600.00 / pax

• Please tick the appropriate box (✓)

## PARTICIPANT(S) LIST

No.	Participant(s) Details	Email	Gender	Distance to Conference Venue	Meal Preference
1.	Name : ..... I/C No. / Passport No. : ..... Designation : .....		<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> < 70 km <input type="checkbox"/> > 70 km	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Non-Vegetarian
2.	Name : ..... I/C No. / Passport No. : ..... Designation : .....		<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> < 70 km <input type="checkbox"/> > 70 km	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Non-Vegetarian
3.	Name : ..... I/C No. / Passport No. : ..... Designation : .....		<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> < 70 km <input type="checkbox"/> > 70 km	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Non-Vegetarian

- Please tick (✓) in the appropriate box.
- Please note that all fields are mandatory to be filled.

## ORGANISATION DETAILS

Contact Person : ..... Organisation : .....  
 Address : .....  
 City : ..... State : ..... Postcode : ..... Country : .....  
 Telephone : ..... Mobile Phone : ..... Fax : ..... E-mail : .....

### FOR HRDF REGISTERED EMPLOYER : AUTHORISATION FOR LEVY DEDUCTION

I declare that the participant listed above is an employee of our company.

I, ..... (name) hereby agree that the conference fee amounting to RM..... (Ringgit Malaysia : ..... ) is to be debited from our levy account. In the event the above-mentioned participant fails to attend, PSMB reserves the right to debit the above fee.

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

\*(Chairman / General Manager / Manager / HR Executive) \* Delete where inapplicable

Date : \_\_\_ / \_\_\_ / \_\_\_

Company Reg. No. :

### PAYMENT INFORMATION (TO BE FILLED BY INDIVIDUAL OR NON-HRDF REGISTERED EMPLOYERS)

1. Conference fee must be paid in advance prior to the event.
2. For government officials, registration form must be submitted together with a Local Order or Letter of Approval.

#### Payment Details (Please specify)

- Cheque Number & Bank \_\_\_\_\_  
 Cash (RM) \_\_\_\_\_  
 Local Order (LO) / Letter of Approval \_\_\_\_\_

Note: Confirmation of registration is upon payment or cheque clearance.

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Date : \_\_\_ / \_\_\_ / \_\_\_

Company Reg. No. :

Where did you learn about this conference?

- Brochure  Sales Call  Email  
 Conference Website  Newspaper  
 If referral is from HRDF officer, please name the person/department

Others, please specify

### Substitution or cancellation:

- Only allowed before the issuance of the confirmation letter and request must be made via e-mail or fax to the organiser before 31 October 2019.
- Any changes after the deadline will not be entertained.
- Acceptance will be on a first come first served basis.

### Please email or fax this form to:

#### CONFERENCE SECRETARIAT

Pembangunan Sumber Manusia Berhad (545143-D)  
 Wisma HRDF, Jalan Beringin, Damansara Heights, 50490 Kuala Lumpur  
 Toll Free 1-800-88-4800

Tel : 03-2096 4709 / 4960 / 4958 / 4604

Fax : 03-2096 4946 / 4907

Email : mior@hrdf.com.my  
 amalina@hrdf.com.my  
 mhafizee@hrdf.com.my  
 mohdkhairizal@hrdf.com.my