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**Professional Excellence Programme**

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**11 - 13 July 2014**

**afaa**

Asian Federation  
of Advertising  
Associations

## On Your Mark.....

This is a fast-paced industry, and the pace has just gotten faster. The industry is evolving at a rapid pace with the advent of new media and its impact on how brands engage and interact with consumers. You can almost see it changing day by day. Everyone in the industry, is constantly having to learn and re-learn their craft.

For young professionals, there is no better time to be in advertising. In this brave new world where rules are being re-written, you will have the opportunity to make your mark. However, you will need resilience and perseverance to go the distance, resilience can that only be powered by great passion and an unwavering vision.

Seeing the need to support the up-and-coming-stars of the industry in their growth, AFAA has commissioned the Fast Track Professional Excellence Programme to help young professionals fast-track their careers. After a very success pilot event in 2013, this 3-day intensive (30 hours of hard work!), residential programme is back to guide young professionals to re-connect with their passion for the industry, and develop resilience, empowerment and leadership that will anchor them as they face the challenges ahead.

The Fast Track programme is happening in Malaysia on 11 – 13 July 2014. I hope young marketing and advertising professionals will grab this opportunity to put their careers on the fast track.

Pradeep Guha

Chairman of Asian Federation of Advertising Associations (AFAA)



**Pradeep Guha**  
AFAA Chairman

## When am I going to be famous?

Faster than you think. AFAA understands the hunger and passion in young ad professionals to make a difference and be recognised. The AFAA Fast Track Professional Excellence Programme is designed to give young talent a boost that will lead them to make a quantum leap in their careers.

This is an intense 3-day residential programme designed to prepare young people to take on the challenges ahead of them in a fast-changing world. In this programme, participants will be led to :

- Explore their role in the advertising and marketing industry and understand how their contribution can make a difference to themselves, their careers, their organisation and the industry.
- Explore and break through limiting beliefs and mindsets that get in the way of their success.
- Develop 'people skills': able to build strong relationships between client-creative agency-media agency, inspire their colleagues and get connected with the target audience.
- Develop leadership as a core quality so they can have greater control and influence.
- Liberate their creativity and reignite their passion.

You will receive a certificate upon completion of the programme.

## The Training

**Date** : 11 - 13 July 2014 (residential)  
**Venue** : Swiss-Garden Hotel & Residences Kuala Lumpur  
**Who should attend** : Young professionals working less than 5 years in the industry.

This is a soft-skills training designed to prepare young advertising and marketing professionals for the challenges ahead by developing resilience, empowerment and leadership. It will be a highly practical and experiential training, culminating in a presentation to a panel of distinguished judges.

### Day 1 : Looking Within (9am – 10 pm)

Day 1 is designed to lead participants to take a look inside themselves, and rediscover the passion, inner strength, resourcefulness and resilience that will empower them to give their 100% to their careers, their organisations and to the world around them.

- 9.00 am**    **Module 1 : Why Are You Here & Where Are You At?**
- Guided reflection on life goals & where you are in relation to where and who you want to be
  - Learning from feedback
- 12.30 pm**    **Lunch**
- 2.00 pm**    **Module 2 : Developing Empowerment**
- Responsibility begins with “I”
  - The power of intention
  - Breaking out of limiting mindsets
  - Exploring the vicious cycle
- 7.00 pm**    **Dinner**
- 8.00 pm**    **Module 3 : Releasing Limiting Beliefs & Recreating Who You Are**
- Win-win as a way of life
  - Reigniting passion
  - Authentic self expression
- 10.00 pm**    **Training ends**

## The Training

### Day 2 – Reaching Out (9am– 7pm)

During Day 1, the participants will gain insights into the beliefs that drive their automatic behaviours and have the opportunity to let them go. In Day 2, they will be coached to practise applying the new empowering concepts they have learnt to the way they communicate and interact with other people. This is an essential skill for advertising and marketing professionals because our business is built on understanding consumer insights.

**9.00 am    Module 1 : Effective Communication**

- Exploring the 5 levels of communication
- Getting connected with consumers

**Module 2 : Being The One To Create Change**

- Taking charge through leadership
- Creating the experience you intend

**12.30 pm    Lunch**

**2.00 pm    Module 3 : Resolving Interpersonal Issues & Creating The Relationship You Intend**

- Applying the learnings to real life situations through a series of role plays

**6.00 pm    Assignment Briefing and Introduction to Mentors**

You will be given an assignment to work on overnight. The assignment is a group assignment and each group will be assigned an industry senior as a Mentor, to coach you on the assignment.

**7.00 pm    Training Ends**

**7.30 pm    Dinner with mentors**

**8.30 pm    Group work session**

## The Training

### Day 3 – Presentation & Completion (9am – 5pm)

After working on the assignment in your groups overnight, you'll present your assignment to your Mentors and get invaluable feedback. After lunch, we will take you through a review of the training and a special completion process leading up to your graduation.

**9.00 am** Presentation of assignment

**12.30 pm** Lunch, check-out and debrief with Mentors

**2.00 pm** Review and wrap-up

**5.00 pm** End of training



**Here's what participants of the Inaugural AFAA Fast Track programme had to say about their experience:**

**"Liberating & eye-opener."**

*Hamza, Pakistan*

**"The training has successfully turn me, to explore something beyond myself. It sounds cliché, but that was true. Somehow, it persuade me to set my goal, by knowing what my intension is."**

*Bayu, Indonesia*

**"This is my first international training that I ever participated I have no unlikes as I wanted to make use of each and every moment."**

*Shafraz, Sri Lanka*

## Trainer Profile

**Janet Lee**

**Trainer & Director**

During her 20 years in advertising, as a Copywriter and Executive Creative Director, Janet was blessed to have had her every dream fulfilled.

She was a founding member of Spider Network, a local agency that rose to international fame when they became the first Malaysians to bring home the major international awards: The One Show and New York Art Directors Club.

In 2000, Janet's passion for people moved her to design and deliver experiential training programmes. She spent three years conducting leadership trainings for the Young Achievers' Club, where she worked with a group of high achievers, coaching them to maintain straight As while leading a balanced life that included creating intimacy with family members and leading community projects.

By this time, Janet realised that she had an uncanny ability to see and bring out the gifts in each individual. Her new goal was to develop herself as a Trainer, and she drove herself with the same passion and commitment that led to her unprecedented achievements in advertising. In 2004, she became a Certified Trainer for the Character Building Module of Malaysia's National Service Programme, and was appointed as a Trainer of Trainers.

Janet's strong background in both advertising and training puts her in a unique position to provide relevant and impactful trainings for the advertising industry. In 2004, Janet and partners Peter Gan and Shahnaz Karim, established 95% to provide trainings designed to be a bridge between academics and the actual workplace. They created programmes that synergises the learnings of over 20 years of working experience with empowering self-awareness to catalyse solid learning and development.

At 95%, Janet has created many innovative and highly successful programmes for the 4As of Malaysia such as SHINE, NEXT and The Strategic Planner's Workout. She's also created programmes like Hydrogen and Idea Rawkstars to get fresh talent job-ready for a career in advertising. For working professionals, she created the Shots series, a series of short workshops designed to deliver a quick and concentrated dose of a single new skill that can be applied immediately at work. Janet has also trained BBDO/Proximity, Ogilvy & Mather, TBWA-ISC, J.Walter Thompson, Naga DDB, Publicis, Dentsu and many more agencies in Malaysia and Indonesia.

In view of this unique expertise, she was elected by the International Advertising Association of Malaysia in 2012 to take on the position of Chairman of Training and Development.

## Registration Form

To register, please complete the registration form and fax it back to 95% The Advertising Academy at **+603 – 2095 3995** or email to **fasttrack@95percent.com.my**

**Date** : 11 - 13 July 2014

**Venue** : Swiss Garden Hotel, Kuala Lumpur  
117, Jalan Pudu, 55100 Kuala Lumpur, Malaysia

**Fee for International Delegates** : US\$1,000 per person(residential)

**Fee for Malaysian Delegates** : RM2,500

RM2,250 for 4As Members

(Seats are limited to 30 participants only)

(HRDF claimable under Skim Bantuan Latihan)

### Fee includes:

- 3 nights' twin share accommodation for international delegates (check-in on 10 July, check-out on 13 July)
- Breakfast, coffee breaks, lunch and dinner for all delegates
- All course materials for all delegates

### Fee does not include:

- Transfer from airport to hotel
- Airfare
- Visa (if applicable)

For participants who would like to arrive earlier or leave later, rooms can be arranged at additional cost. Please indicate this in the Registration Form. We'll contact you separately once the venue has been confirmed.

### Malaysian entry visa

Some nationalities will require an entry visa to visit Malaysia. Please use the following online portal to check your visa requirement and apply in advance for your entry visa.

**<http://www.kln.gov.my/web/guest/requirement-for-foreigner>**

AFAA and 95% The Advertising Academy will not be held responsible for participants who are unable to attend due to invalid visa requirements.



## Registration Form

Company Details	Participants' Details (Please photocopy for extra participants)
<b>Company</b> _____ <b>Address</b> _____ _____ _____  <b>Authorised Signature</b> _____ <b>Name</b> _____ <b>Email</b> _____ <b>Tel</b> _____ <b>Fax</b> _____  <b>Payment By:</b> <input type="checkbox"/> Bankers Cheque <input type="checkbox"/> Bank Transfer <input type="checkbox"/> Credit Card (a surcharge of US\$45 will apply if you choose this option) <input type="checkbox"/> Total Fees : US\$ _____  All cheques must be made payable to: <b>Asian Federation Of Advertising Associations</b> Unit 706, Block B Pusat Dagangan Phileo Damansara 1, No. 9 Jalan 16/11 Off Jalan Damansara, Petaling Jaya, Selangor 46350, Malaysia  For bank transfers, bank account details are as follows:  Name Of Bank : <b>HSBC Bank Malaysia Berhad</b> Branch & Address : <b>KL Main Branch</b> <b>2 Leboh Ampang,</b> <b>50100 Kuala Lumpur,</b> <b>Malaysia</b>  Account Name : _____ <b>Asian Federation Of Advertising Associations</b> Account Number : <b>305-194474-001</b> Swift Code : <b>HBMBMYKL</b>  For payment via Credit Card: Please go to <a href="http://bit.ly/AFAApayment">http://bit.ly/AFAApayment</a> to make payment.	<b>Name</b> _____ <b>Position</b> _____ <b>Email</b> _____ <b>Contact Number</b> _____ <b>Gender</b> _____ <b>Date of Arrival</b> _____ <b>Date of Departure</b> _____ <b>Special Dietary Requirement</b> _____ _____  <b>Additional Night(s) Stay</b> <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> <b>14 July</b>  <b>Name</b> _____ <b>Position</b> _____ <b>Email</b> _____ <b>Contact Number</b> _____ <b>Gender</b> _____ <b>Date of Arrival</b> _____ <b>Date of Departure</b> _____ <b>Special Dietary Requirement</b> _____ _____  <b>Additional Night(s) Stay</b> <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> <b>14 July</b>

## Terms & Conditions

- **Payment terms:** All payments must be received prior to the event. Please make all cheques payable to Asian Federation of Advertising Associations.
- **Substitutions/Cancellations:** Upon receipt of your registration, your place(s) will be confirmed. We have a no cancellation policy. You may substitute another participant in the event that the registered participant is unable to attend. Notification of any substitution must be received in writing.
- **AFAA will not offer refunds** due to a terrorist alert or incident unless the event is cancelled. If we are unable to run the event, AFAA will retain up to 50% of the booking fee to cover marketing and administration costs.
- **Room Allocations:** Every effort will be made to allocate shared accommodation according to request. In some cases however, this may not be possible and the organiser reserves the right to assign rooms at their discretion, or in alternative hotels, should the need arise. All room allocations will be on same-sex basis.