



the **Asia HRD Congress** 2010
The Learning Platform: Global Vision, Asian Insights
Conference & Exhibition

PSMB Claimable

Innovations in Human Capital Development

Facing Challenges • Organising Talent • Shaping Futures

6 - 8 July 2010 | Borneo Convention Centre, Kuching, Sarawak

*The event that enables you to
Learn, Share, Network and Shape*

Highlights

- **Attend** the largest learning and meeting congress of HRD and HRM professionals in Asia
- **Learn** from over 50 sessions led by International Experts to provide you the competitive edge to succeed in 2010 and beyond
- **Preview** 50+ exhibitors showcasing the current products and services to equip you for success
- **Network** with 500+ peers from 30+ countries and learn the best practices
- **Gain** the most valuable learning experience from Asia HRD Congress with over 30 years track record and 25,000 participants from 30 countries
- **Celebrate** outstanding achievers from the profession at the gala dinner



For registration
please contact

Zaid : +603 2279 9199 or email zaid@smrhrgroup.com
Jennifer : +6082 625 166 or email jenn@cmm.com.my

Co-organised by



In Collaboration with the Chief
Minister's Department of Sarawak



Supported by



Preferred Hotel



SMR HR Group
Suite 2A-23-1, Block 2A, Level 23,
Plaza Sentral, Jalan Stesen Sentral 5,
KL Sentral, 50470 Kuala Lumpur, Malaysia

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Welcome to Malaysia Truly Asia

The 2010 Asia HRD Congress™ will be held in the Land of the Hornbills, Kuching, the capital of Sarawak. Kuching is a city that goes by the nickname Cat City; it is vibrant and is the largest city in Borneo. One of the most attractive features of Sarawak and one which sets it aside from the other Malaysian states is its cultural diversity. With the 27 distinct indigenous ethnic groups that speak at least 45 different languages and dialects, Sarawak is indeed a colourful state with a variety of traditions, practices and religions. Aside from joining us at the congress, your visit will coincide with The Rainforest World Music Festival, a not-to-be-missed musical occurrence, which will take place right after the Asia HRD Congress™ 2010.

The Asia HRD Congress™ is a non-profit initiative promoted by Asia HRD Congress Sdn Bhd. The 2010 event is jointly organised by SMR HR Group & Centre for Modern Management, supported by the Chief Minister's Department of Sarawak, the Sarawak Convention Bureau and the Sarawak Tourism Board. One of Asia's largest events for human capital professionals – the Asia HRD Congress™ 2010 with a track record of 30 years will welcome over 500 delegates and 50 exhibitors from 30+ countries.

At the Congress, respected international, regional and local experts will address an audience of industry leaders, business heads, HRD practitioners and consultants. Delegates will hear from prominent speakers such as Dr Sivasailam “Thiagi” Thiagarajan, Jim “Mr Energy” Smith Jr, President and CEO of JIMPACT Enterprise and Dr Karen Lawson, Founder and President of Lawson Consulting Group Inc. It will truly be a platform for participants to “Learn, Network, Share, and Shape.”

The Asia HRD Congress™ theme, “Innovations in Human Capital Development – Facing Challenges, Organising Talent, Shaping Futures” focuses on an extremely important topic in a world that is changing in an unprecedented way. Participants will learn pertinent information – supporting their endeavours to meet immediate challenges and prepare their organisations in promoting, measuring and assessing innovations in human capital development.

Aside from being a Learning platform, the Asia HRD Congress™ 2010 will also be recognising and honouring extraordinary HRD professionals who have made a lasting impact on the human capital development.

As a pioneer of the gathering of human capital professionals, Asia HRD Congress™ continues to enrich people developers and shapers with insights and strategies enabling them to propel their organisational growth and talent development.

We look forward to welcoming you at the Asia HRD Congress™ 2010, Kuching, Sarawak.

With best wishes,

The Asia HRD Congress™ Organising Team



Theme

Innovations in Human Capital Development

Facing Challenges • Organising Talent • Shaping Futures

Organisations need a comprehensive, coherent and timely strategy on promoting, measuring and assessing innovations in human capital development. This is particularly important in challenging times like now. The need to change, innovate and respond appropriately is no longer a luxury. It is a necessity for survival and relevance. The role of Human Capital is important and significant because of the positive correlation to economic growth and societal development.

Transforming our Human Capital from what it is today into a more productive one requires resonant leadership. The impact of technology on Human Capital has been revolutionary. Technology is no longer an add on; it is part of the social fabric of the employee. Blogs, social networking, iPhones and software as a service have changed the way we work and live. Competencies required to succeed and add value to organisations in this era is different. As practitioners driving the development of Human Capital, HR specialists need to stay relevant by adopting the positive learning culture.

The Asia HRD Congress™ 2010 will feature respected international, regional and local experts to address the 2010 theme and learning tracks in a relevant and practical way. You will learn strategies, tools and tips on how to add value to your organisations.

REMEMBER TO REGISTER BEFORE May 2010

and benefit from the Early Bird rates!!

Call SMR at (603) 2279 9199

email: info@smrhrgroup.com

Learning Track

1 Transformation

HR transformation is about building Human Resources from the outside in. As Dave Ulrich pointed out HR professionals need to focus on outcomes rather than activities. The four rules that reflect the outcomes are far more strategic than usually envisaged. This track will explore new frameworks to address the issue of HR transformation.

2 Leadership

Leadership plays a central part in developing an organisation's talent pool. In fact, leaders are the ones who provide a winning difference to the organisation. They are in a unique position to enable employees to think beyond their environment. As often stated leadership is not the private reserve of a few charismatic men and women but a process ordinary people use when they bring forth the best from themselves to others. Leadership is simply a relationship between leaders and followers and the one that can be learned. This track will explore successful global practices and models with particular relevance to Asia.

3 Technology

Fast moving organisations use the elements of technology, people & e-work places to meet changing business requirements. The world of HR Technology will always continue to develop and innovate. The current economy demands new thinking about everything, including HR and technology strategies by using technology to invent new business processes, to re-align organisational structures, and to implement new management practices. This track will explore initiatives to accelerate people development.

4 Competency and Performance

Competency & Performance is the heart of human resource management. Developing competency is a continuous effort that leads to human capital development. Unfortunately not many organisations have their competencies and performance management systems in place. How do we institutionalise competencies? What kind of performance management system would suit the organisation? How do we measure the return of investment on these initiatives? This track explores the best practices pioneered by successful organisations.

5 Practitioner's Skills

Today's HR professional must be able to express ideas and perspectives in a variety of sophisticated contexts. They should also have a business understanding in order to be able to influence their organisation. To be at the business table, HR Practitioners need to continuously learn new ideas and check themselves to be relevant. This track explores the skills required of HR practitioners.

The Programme - An Overview

Day 1

Pre-Conference

Tuesday | July 6, 2010 | 9.00am - 5.30pm

SIX Outstanding Workshops

Day 2 & 3

Conference

Wednesday | July 7, 2010 | 9.00am - 4.30pm

ONE VIP Address

THREE Keynotes

THREE Mega Sessions

EIGHT Concurrent Sessions

Network Sessions

Thursday | July 8, 2010 | 9.00am - 5.00pm

ONE VIP Address

THREE Keynotes

SIX Mega Sessions

EIGHT Concurrent Sessions

Network Sessions

Globally Renowned Speakers



Dr. Sivasailam "Thiagi" Thiagarajan
Resident Mad Scientist
Workshops by Thiagi Inc.
U.S.A.



Jim "Mr. Energy" Smith, Jr.
President & Chief Executive Officer
JIMPACT Enterprise
U.S.A.



Dr. Karen Lawson
Founder & President
Lawson Consulting Group Inc.
U.S.A.



Dato' Sri Edmund Santhara
Group Chief Executive Officer
Masterskill University College of
Health Sciences (MUCH)
Malaysia



DK Bakshi
Vice President, Global Human
Resource
Indorama Group
Thailand



Zohra Jan Mamod Hiridjee
Founding Partner
INEXIUM
France



Dr. Abdulhai M. Megdad
CEO
Mega Consult
Saudi Arabia



Debra Fine
Communication Guru
and Author
U.S.A.

Pre-Conference Workshops

1 Best Practices in Training Development

Diederick Stoel*
Managing Director
Profitwise , Netherlands

2 The Momentum Effect for Organisations

Zohra Jan Mamod Hiridjee*
Partner
The Momentum Effect, France

3 Leadership Accountability

Dr. Karen Lawson
Founder & President
Lawson Consulting Group Inc., U.S.A

*To be confirmed

4 Mobile Learning

Andrew Lupton*
Intuition , Hongkong

5 Faster, Cheaper, Better: Really Rapid (and different) Instructional Design

Dr. Sivasailam 'Thiagi' Thiagarajan &
Tracy Tagliati
Resident Mad Scientists
The Thiagi Inc, U.S.A

6 OUCH! Eliminating the Mistakes that Kill Audience Engagement, Retention and Motivation

Jim 'Mr Energy' Smith Jr.
President & C.E.O
JIMPACT Enterprises, U.S.A.

Conference Preview

VIP Address

YAB Pehin Sri Haji Abdul Taib Mahmud
Chief Minister of Sarawak

Yang Berhormat Datuk Seri Khaled Nordin*
Menteri Pengajian Tinggi Malaysia
Malaysia

Keynotes / Plenary Sessions

Facing Dilemmas, Reconciling Differences, and Creating Synergies

Dr. Sivasailam 'Thiagi' Thiagarajan
Resident Mad Scientist
The Thiagi Group, U.S.A

RESET: Developing Powerful Habits to Break through Greater Performance

Jim 'Mr Energy' Smith Jr.
President & C.E.O
JIMPACT Enterprises, U.S.A.

Leading B Players to becoming A Players

Dr. R. Palan
Chairman & C.E.O
SMR HR Group, Malaysia

Creating an Entrepreneurial Culture

Dato' Sri Edmund Santhara
Masterskill Group Education Berhad, Malaysia

*To be confirmed

Mega Sessions

The Fine Art of Small Talk

Debra Fine
Communication Guru & Author
Debra Fine & Associates, U.S.A

The Challenges of Managing Talent

Chris Brooks
Director Sales and Talent Development
Philip Morris International, Hong Kong

People Transformation in delivering Business results - A case study

Nora Manaf
Director of Group Human Resource
Maybank Berhad, Malaysia

Concurrent Sessions

Quality in Learning & Development

Mike Long
Managing Partner
Mike Long Associates, United Kingdom

Change : A Way of Life

DK Bakshi
VP, Global Human Resources
Indorama Group, Thailand

Training with Zero Budget

Sarah Newell
Head of Training, Learning and Development
Qatar Foundation, Qatar

The Asia HRD Congress™ Awards 2010

Asia HRD Congress™ Awards 2010 aims to honour HRD professionals who have demonstrably enriched and havemade a lasting impact on human capital development in the HR community, Organisation, and Society. The Awards Recipients are expected to be role models and thus persons of unquestionable integrity.

Awards will be given out for contribution in the following areas:

I. HR COMMUNITY

The Awards Recipients shall have made contributions of high value that have been:

- Adopted by HR Practitioners as testimony of their usefulness
- Used by Organisations as they have produced good results
- Adopted as HRD Best Practices for global impact

II. ORGANISATION

The Awards Recipients shall have brought about changes through:

- Introduction of innovative systems / processes
- Impacting overall employee productivity and bottomline

III. SOCIETY

The Awards Recipients shall have contributed to the development of society by:

- Contributing ideas in education and training that have been adopted by any community where they have proven to give significant results
- Participating directly in education and learning projects that have impacted the life of any community

IV. LIFETIME ACHIEVEMENT

This award is conferred to individuals who have made a lifetime contribution to Human Resources Development. They are usually individuals who have either pioneered selflessly to promising the cause of learning or creating a body of knowledge that has impacted the entire Human Resources Development community and their customers in government, private and non-profit sectors.



**For more information, please contact
Dr Kalai at 03 2279 9199
or email drkalai@smhrgroup.com**

The Asia HRD Congress™ GALA DINNER

An excellent opportunity for you to network and be a part of
The Asia HRD Congress™ Awards Ceremony.

To make a reservation, please call **Zaid at 603 2279 9199** or email
zaid@smhrgroup.com or **Jennifer at +6082 625 166** or email **jenn@cmm.com.my**.



Past Exhibitors

- Asian Institute of Management
- BP Nam Yang Printers & Papers Box Sdn Bhd
- Creative Purpose Sdn. Bhd.
- Cubiks Malaysia Sdn. Bhd.
- D' Jungle People Sdn. Bhd.
- Directive Communication International
- DMS Macsimize Sdn. Bhd.
- EC-Council Academy
- Effective Living Sdn. Bhd.
- ELID Sales & Marketing Sdn. Bhd.
- Flexi Promotion (M) Sdn. Bhd.
- Focus Learning Corporation Sdn. Bhd.
- ICT Zone Sdn. Bhd.
- Institut Bank-Bank Malaysia
- International Centre For Leadership in Finance
- John Wiley & Sons (Asia) Pte Ltd
- Kepner-Tregoe (M) Sdn. Bhd.
- KZen Solutions Bhd.
- Malaysian Institute of Human Resource
- Management Dunville
- Malaysian Psychology Centre
- Management Concepts Asia Pacific (M) Sdn. Bhd.
- Microguard Technologies Sdn. Bhd.
- MHS Inc.
- MRS Management Sdn. Bhd.
- National Productivity Corporation (NPC)
- Outward Bound Indonesia
- Peake And Forester (M) Sdn. Bhd.
- Pembangunan Sumber Manusia Berhad
- PT Binaman Utama (PPM Assessment)
- PT Dunamis Organization Services
- PT International Test Centre
- PT Masdi Raga Putra
- Pustaka Binaman Pressindo
- Sage Interactive Sdn. Bhd.
- Sarawak Convention Bureau
- Select Appointment Sdn Bhd
- S.F.R. Consultants Sdn Bhd
- Soundview Resources
- SPACE UTM, School of Professional and Continuing Education
- SQ Centre (Malaysia) Sdn. Bhd.
- STAR Publications (M) Berhad
- TopHuman Technology Ltd.
- Universiti Tun Hussein Onn Malaysia
- Vovici Corporation, Singapore Branch
- Webway E Services Sdn. Bhd.

Exhibition Details

A showcase of HR Products and Services, The Asia HRD Congress 2010 exhibition is an opportunity for HR professionals to shop around and update themselves on the latest in HR products and services, especially in areas of HR software, publications, training and consulting providers.

For service providers, this is an opportunity to market your organisation before the largest gathering of HR decision makers in the region.

Exhibition Hours

Date : July 7 – 8, 2010
 Time : 9.00am – 5.30pm
 Venue : Borneo Convention Centre, Kuching, Sarawak

Exhibition Booth Specifications

- Standard Size : 3m x 3m square metres
- Partition : Rear and dividing walls with 25m using white aluminium systems and white melamine panels
- Flooring : Ballroom's existing carpet
- Electrical : 2 units x 40 watts fluorescent tube , 1 unit x 13 amps, single phase power point
- Graphics : 1 set x Company's name and booth number (English) in one colour self adhesive PVC lettering against white background on fascia board.
- Furniture : 1 unit x Lockable Cabinet, 2 units x Folding Chair & Wastebasket

FOR EXHIBITION BOOKING



Please call **Angela** at **603 2279 9199**
 or email **angela@smrhrgroup.com**

Registration Form

(Please photocopy for additional participants)

Date of Registration _____

PLEASE COMPLETE BILLING DETAILS

Company Name _____
 Nature of Business _____
 Billing Address _____

 City _____ State _____
 Post code _____ Country _____

CONTACT PERSON DETAILS

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) _____
 Telephone _____ Ext _____
 Fax _____ Mobile _____
 E-mail _____

DELEGATE INFORMATION (Please complete details)

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) _____
 Position _____ Department _____
 Telephone _____ Ext _____
 Fax _____ Mobile _____
 E-mail _____
 Meal Option [] Vegetarian [] Non-Vegetarian [] Non-Seafood (please tick)

FEE PACKAGES please tick (✓)

No	Item	Early Bird Register & Pay By May 20, 2010	Regular
Conference			
1	Diamond Package Single • 1 Day Pre-Conference Workshop • 2 Days Conference • Awards Gala Dinner • 5 Days 4 Nights (Single)	[] RM 3,800 [] USD 1,100	[] RM 4,000 [] USD 1,200
2	Diamond Package Twin • 1 Day Pre-Conference Workshop • 2 Days Conference • Awards Gala Dinner • 5 Days 4 Nights (Twin)	[] RM 3,400 [] USD 950	[] RM 3,600 [] USD 1,000
3	Platinum Package • 1 Day Pre-Conference Workshop • 2 Days Conference • Awards Gala Dinner	[] RM 2,700 [] USD 750	[] RM 2,800 [] USD 800
4	Gold Package • 1 Day Pre-Conference Workshop • 2 Days Conference	[] RM 2,400 [] USD 670	[] RM 2,500 [] USD 700
5	Pre-Conference Workshop Only	[] RM 950 [] USD 270	[] RM 1,000 [] USD 280
6	Conference Only	[] RM 1,700 [] USD 480	[] RM 1,800 [] USD 500
7	Awards Gala Dinner		[] RM 300 [] USD 85
Accommodation			
		Comfort Single	Comfort Twin
1	Four Points by Sheraton Single : inclusive of 1 breakfast Twin : inclusive of 2 breakfast	[] RM 300 / USD 85 nett per room per night x _____ nights	[] RM 190 / USD 55 nett per person per night x _____ nights
Exhibition			
1	Corner Booth		[] RM 3,500 [] USD 975
2	Intermediate Booth		[] RM 3,000 [] USD 850

FOR GROUP BOOKING



Please call **Zaid** at **603 2279 9199** or email him at **zaid@smrhrgroup.com** or **Jennifer** at **+6082 625 166** or email her at **jenn@cmm.com.my**.

METHODS OF PAYMENT please tick (✓)

- [] I enclose a cheque for RM _____ made payable to: **Asia HRD Congress 2010**
- [] I prefer to pay online.
Please check our website: www.hrdcongress.com
- [] Bank Transfer: Asia HRD Congress 2010
Malayan Banking Berhad
Level 1, Mayban Finance Tower,
No. 1, Jalan Maarof, Dataran Maybank,
59000 Kuala Lumpur.
Account No. **5142 5333 5162**
- Purchase Order: (For government agencies only) You must attach the purchase order with the registration form
 - SMR is registered with 'Malaysian Ministry of Finance'
 - As proof of payment, kindly fax the payment slip to Zaid at 603 2279 9099

How did you learn of Asia HRD Congress™ 2010?

- [] Past Delegate [] E-Flyer [] Brochure
- [] Marketing Partner Please state: _____
- [] Newspaper Please state: _____
- [] Magazines Please state: _____
- [] Others Please state: _____

IMPORTANT NOTE:

- Registration and payment must be made on or before due date to enjoy the discounts.
- If the nominated delegate is not able to attend, the registration can be transferred to a new delegate. However, to avoid confusion, please ensure the name of the substitute delegate is forwarded to us at least 5 working days prior to the event.
- For guaranteed seats, full payment is required before the event.
- The management and staff of Asia HRD Congress Sdn Bhd and Centre of Modern Management (CMM), its partners and staff will not be held responsible should seat registered be unavailable due to payments not received.
- Onsite registration with payment is subjected to availability of space.
- Brochure reflects programme at the time of printing. We reserve the right to change any speakers, sessions or programme in the event of unavoidable circumstances.

Conference & Exhibition Cancellation

- 90 days before event : 50% of fee will be refunded
- 60 days before event : NO refund, but substitutes are welcome