



4 August 2011

Dear Sir/Madam

Ref : 039/8/11

**PRICELESS GEMS OF CREATIVITY II: *Do The Unthinkable !***  
**ONE WORLD HOTEL, BANDAR UTAMA, PETALING JAYA**  
**TUESDAY 22 – WEDNESDAY 23 NOVEMBER 2011**

***Announcing our latest seminar !***

We are continuing with our Priceless Gems series of seminars this year with **PRICELESS GEMS OF CREATIVITY II** as a sequel to our highly successful seminar on creativity and innovations last held in 2009.

Today, the shopping industry has become very competitive and practitioners have to constantly look for new ways for their malls to succeed and may need to ***Do the Unthinkable !***

With this in mind, we bring together eminent players in the industry to share their priceless experience as we learn first-hand success lessons from their hands-on experience. Our speakers are well experienced practitioners from prominent malls like Melbourne's Chadstone the Fashion Centre which has continued to grow and thrive for the past 50 years, well experienced management personnel from AyalaLand, Philippines plus our very own Suria KLCC and flourishing retailers from Hong Kong and other countries. These are complemented by a host of proficient and respected home-grown experts in their respective fields of building design, advertising and consumer trends.

How much ?? The seminar fees are as follows:

	<b>SPECIAL privilege fees for PPK members</b>	<b>Category 1 (for affiliated members)</b>	<b>Category 2 (for non- members)</b>
Early Bird (on or before 30 Sep 2011) Single Registration	RM 1,300 (US\$ 435)	RM 1,600 (US\$ 535)	RM 2,000 (US\$ 665)
Early Bird (on or before 30 Sep 2011) Group discounted rate (Min. 3 pax from the same co.)	RM 1,200 (US\$ 400)	RM 1,500 (US\$ 500)	RM 1,900 (US\$ 635)
Normal Rate (on or after 1 Oct 2011) Single Registration	RM 1,550 (US\$ 520)	RM 1,850 (US\$ 620)	RM 2,250 (US\$ 750)
Normal Rate (on or after 1 Oct 2011) Group discounted rate (min. 3 pax from the same co.)	RM 1,450 (US\$ 485)	RM 1,750 (US\$ 585)	RM 2,150 (US\$ 720)

**Persatuan Pengurusan Kompleks (PPK) Malaysia**

Malaysian Association for Shopping and Highrise Complex Management  
A113, 1<sup>st</sup> Floor, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor

Tel: (03) 7727 6202, 7727 6232 Fax: (03) 7727 6203

E-mail: [ppkmash@tm.net.my](mailto:ppkmash@tm.net.my) Website: [ppkm.org.my](http://ppkm.org.my)

*In addition, we are also encouraging participating from STUDENTS with special fees of RM520 per pax, subject to a maximum of 50 pax (on first come first served basis & upon authentication of student status).*

We are pleased to invite everyone involved in shopping centres, retailers and affiliated industries and enclose a copy of our brochure for your consideration and participation.

Please note that the **deadline for Early Bird registration is 30 SEPTEMBER 2011** so make your decisions early and JOIN US to see what are the latest creative and innovative ideas in town and pick up tips from our experienced speakers!

**CALL NOW** to PPK Secretariat at Tel: 03-7727 6232 for further details or access our website at [ppkm.org.my](http://ppkm.org.my) to download the registration form and/or register via email to [ppkmash@gmail.com](mailto:ppkmash@gmail.com).

Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS (PPK) MALAYSIA**

A handwritten signature in black ink, appearing to read 'HC Chan', with a long vertical stroke extending upwards from the right side.

.....  
**HC CHAN**  
President

# PRICELESS GEMS OF CREATIVITY II

*Do The Unthinkable!*

Organised by:



Endorsed by:



FEE	SPECIAL privilege fees for PPK members	Category 1 (for affiliated members)	Category 2 (for non-members)
Early Bird (on or before 30 Sep 2011) Single Registration	RM 1,300 (US\$ 435)	RM 1,600 (US\$ 535)	RM 2,000 (US\$ 665)
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**\*\* SPECIAL FEES FOR STUDENTS \*\***

Students will be entitled to a special rate of RM520 per pax, subject to a maximum of 50 pax (on first-come-first-served basis and upon authentication of student status)

**Important Notes:**

1. Group discount: group of 3 or more delegates from the same company.
2. Payment is required with registration and must be received prior to the seminar to confirm seating.
3. Walk-in delegates will only be admitted on the basis of space availability at the seminar and immediate full payment.
4. The above programme and the invited speakers are subject to change-without notice at the organiser's discretion.

**Cancellation Policy:**

- No cancellation will be accepted after payment is received; in the event you are unable to attend the Seminar, a substitute delegate may be arranged.

## Registration Form

For further details, please contact and / or fax this Registration Form to the organiser:

Persatuan Pengurusan Kompleks Malaysia  
 A608, Block A (Lobby 2), No.1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, MALAYSIA. Tel: 603 727 6232 Fax: 603 727 6203  
 E-mail: ppkmash@tm.net.my / ppkmash@gmail.com Website: ppkm.org.my  
 Registrations may be submitted by downloading this registration form from our website and e-mail to us.

For Telegraphic Transfer and Bank Drafts, please remit to:  
 PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA  
 Account No: 1250-0005136-05-0 CIMB Bhd, 48, Jalan SS21/35, Damansara Utama, 47400 Petaling Jaya, MALAYSIA. SWIFT CODE, CIBB MYKL

Name: Mr/Ms \_\_\_\_\_  
 Designation: \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Nationality: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile No: \_\_\_\_\_  
 Email: \_\_\_\_\_ Membership No: (if applicable) \_\_\_\_\_

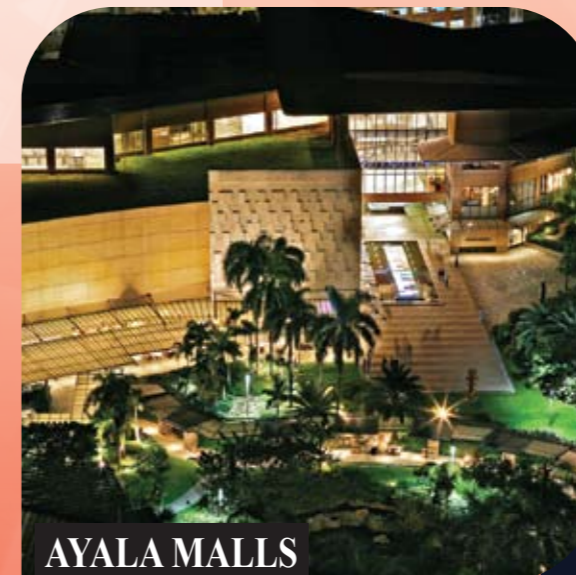
**Who Should Attend:**

- Advertising, promotions, public relations, marketing communications managers, event managers and advertising agency executives and consultants responsible for branding and formulating marketing campaigns / loyalty programmes.
- Leasing professionals, leasing directors and marketing agents responsible for trend-sporting, tenant mix strategy and tenant selection.
- Operations, engineering, security and customer service executives pursuing increased productivity and a higher level of excellence.
- Corporate and regional executives seeking in-depth knowledge on the market, its latest updates and consumer confidence.
- Other shopping centre professionals from various disciplines who wish to be exposed to innovative strategies and practical techniques highlighted through case studies from gurus and experts.

# PRICELESS GEMS OF CREATIVITY II

*Do The Unthinkable!*

Gain priceless lessons from our creative 'gurus' - **Chadstone** The Fashion Capital, Australia; **Ayala Malls**, Phillipines; **G.O.D.**, Hong Kong; Malaysia's very own, **Suria KLCC** and more!



22 November to 23 November 2011 • One World Hotel, Petaling Jaya



PRICELESS GEMS OF

# CREATIVITY II

*Do The Unthinkable !*



**Dates** • Tuesday 22 November – Wednesday 23 November 2011  
**Venue** • One World Hotel, Bandar Utama, Petaling Jaya, Malaysia

*Day One :* 9.00am. to 5.45 p.m. Tuesday, 22 November 2011

Registration / Welcome coffee/tea

Welcome Address by President, PPK Malaysia

Opening Ceremony

**KEYNOTE ADDRESS:**

Asia's Economic Development : More Business Opportunities for Shopping Centres & Retail  
 By Mr HC Chan, President, PPK Malaysia/  
 Chief Executive Officer, Sunway Shopping Malls

Morning Coffee Break / Press Conference

*Session One :* DESIGNING FOR SUSTAINABILITY

INVITED SPEAKERS

**Green Commercial Buildings, Are They Sustainable ?!**

Ar Von Kok Leong  
 President, Malaysian Green Building Confederation (MGBC)

**Future Green Markets**

Ar Dr Tan Loke Mun, Director, ArchiCentre Sdn. Bhd. / Past President,  
 Pertubuhan Arkitek Malaysia (PAM)

**Green Retrofitting : breathing a new lease of life into existing retail centres**

Prof. Jason Pomeroy, Director, Broadway Malyan / Professor,  
 Nottingham University

Q & A

Lunch Break

*Session Two :* REGENERATE YOUR ASSETS

INVITED SPEAKERS

**Expansion, The Key to Market Status**

Ms. Myrna Fernandez  
 Assistant Vice President, Commercial Business Group, Ayala Land, Inc.  
 (Philippines)

**Suria KLCC, More Than A Success Story**

Mr Andrew Brien  
 Chief Executive Officer, Suria KLCC Sdn Bhd

Afternoon Tea Break

**Chadstone: The Journey of the Fashion Capital**

Mr Daniel Sutton  
 Centre Manager, Chadstone Shopping Centre,  
 Colonial First State Global Asset Management (Australia)

Q & A

End of Day 1

## Priceless Gems Of Creativity – Do The Unthinkable !

22 – 23 November 2011, One World Hotel, Petaling Jaya, Malaysia

Today, the shopping industry has become even more competitive and practitioners have to constantly look for new ways for their malls to succeed and may need to *Do the Unthinkable !*

With this in mind, we are organising the sequel to our highly successful seminar on **CREATIVITY** which will bring together eminent players in the industry, both local and international, to share their priceless experiences. Our distinguished speakers will present innovative and creative projects related to marketing, asset enhancement, visual merchandising and more.

Do join us for a priceless and creative experience and learn first-hand success lessons from hands-on practitioners.

*Day Two :* 9.00am. to 5.30 p.m. Wednesday, 23 November 2011

*Session Three :* SOCIAL MEDIA MARKETING & CONSUMER TRENDS

INVITED SPEAKERS

**New Media: It's All About Interaction**

Mr Chin Weng Keong  
 Managing Director, Arachnid Interaction Marketing

**Enhancing Your Personality Through Social Media**

Mr Robert Spinks, Development Director and Mr Daniel Steffe,  
 Development Manager, Lendlease

Morning Coffee Break

**Adventures (and Misadventures) in New Media**

Ms Sulin Lau  
 Head of Marketing Services and E-Business, DIGI Telecommunications

**Lifestyle Trends by Citibank Consumers**

Mr Fabio Fontainha  
 Consumer Market Head, Citibank Bhd

Q & A

Lunch Break

*Session Four :* NEW DIMENSIONS IN VISUAL MERCHANDISING AND EVENTS

INVITED SPEAKERS

**There is No Window Pane**

Mr Robin Kok  
 Product Presentation Manager, Nike Sales Malaysia

**Creating New Events, Attracting New Shoppers**

Ms. Menchie Dizon  
 Manager, Commercial Business Group, Ayala Land, Inc.  
 (Philippines)

Afternoon Tea Break

**Visual Merchandising for Inimitable Lifestyles**

Mr Benjamin Lau  
 Co-founder, Goods of Desire (G.O.D.), Hong Kong

Q & A

Concluding Remarks / End of Seminar

*As at July 2011*

*Programme subject to change at the discretion of the organizer  
 All speakers indicated as above have been invited but subject to confirmation*