

**PRICELESS GEMS OF CREATIVITY II, 22-23 Nov 2011,
One World Hotel, Petaling Jaya**

Don't miss out,
Join over 100 delegates who have already registered for 2011's creative event of the year !

**BY POPULAR DEMAND, EARLY BIRD REGISTRATION EXTENDED
UNTIL 7 October 2011 !**

	SPECIAL privilege fees for PPK members	Category 1 (for affiliated members)	Category 2 (for non-members)
Early Bird (on or before 7 Oct 2011) Single Registration	RM 1,300 (US\$ 435)	RM 1,600 (US\$ 535)	RM 2,000 (US\$ 665)
Early Bird (on or before 7 Oct 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 8 Oct 2011) Single Registration	RM 1,550 (US\$ 520)	RM 1,850 (US\$ 620)	RM 2,250 (US\$ 750)
Normal Rate (on or after 8 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)

Our seminar promises to be a most priceless experience where participants will learn tips of the trade from our international and local 'gurus' :



KEYNOTE PAPER:

**The Asia Economic
Renaissance: A New Dawn for
Asia's Shopping Industry**

By Mr HC Chan, President, PPK
Malaysia/Chief Executive
Officer, Sunway Group of
Shopping Malls

➤ **Session One : DESIGNING FOR SUSTAINABILITY**

Green Commercial Buildings, Are They Sustainable ?!

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



Green Building Revolution

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

Giving Retail Environments a New Lease of Life

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



➤ **Session Two: REGENERATE YOUR ASSETS**



Expansion, The Key to Market Status

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

Suria KLCC, More Than A Success Story

By Mr Andrew Brien, Chief Executive Officer, Suria KLCC Sdn Bhd



Chadstone: The Journey of the Fashion Capital

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

➤ **Session Three: SOCIAL MEDIA MARKETING & CONSUMER TRENDS**



Enhancing Your Personality Through Social Media

By Mr Robert Spinks, Development Director and Mr Daniel Steffe, Marketing Director, Lendlease



Lifestyle Trends by Citibank Consumers

By Mr Lum Choong Yu, Vice President & Head of Existing Customer Management for Credit Cards, Citibank Berhad

New Media: It's All About Interaction

By Mr Chin Weng Keong, Managing Director, Arachnid



Adventures and Misadventures in Marketing with New Media

By Ms Sulin Lau, Head of Marketing Services & E-business, DIGI

Interaction
Marketing

Telecommunications



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



**There is No Window
Pane**

By Mr Robin Kok,
Product Presentation
Manager, Nike Sales
Malaysia

**Creating New Events,
Attracting New
Shoppers**

By Ms. Menchie
Viduya-Dizon,
Marketing Manager,
Ayala Malls Group,
Philippines



**Goods of Desire (G.O.D.)
– Working with
HERITAGE and HUMOUR**
By Mr Benjamin Lau, Co-
founder and Chief
Operating Officer, Goods
of Desire (G.O.D.)



Creativity Over Tea
By Ms Kung Suan Ai,
Director of Marketing,
Pavilion Kuala Lumpur
(with her talented
panelists)