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Professional Excellence Programme

6th - 8th August 2018 (Monday - Wednesday)
Kuala Lumpur, Malaysia

afaa

Asian Federation
of Advertising
Associations

Fasttrack to excellence.

As our industry strives to keep up with today's pace of change, it is vital that our talent evolve accordingly, to be able to surmount the inevitable challenges brought on by rapid development.

Since its inception, the Fasttrack program has so far seen tremendous success, transforming the lives of young advertising and marketing professionals from from India, Taiwan, Indonesia, Pakistan, Bangladesh, Korea, Nepal, Sri Lanka, Macau and Malaysia.

Now, it gives me great pleasure to inform you that this 3-day intensive, residential programme is back. In these 3 days, young professionals are guided to re-connect with their passion for the industry, develop resilience, people and leadership skills that will support and anchor them as they face the challenges ahead.

This year I am looking forward to welcoming a fresh batch of 35 lucky young people to our Fasttrack intake in Malaysia. It is my sincere hope that young advertising and marketing professionals will seize this opportunity to launch their careers on the fast track.

Raymond So
Chairman
AFAA

Fasttrack was inspired by a vision to help young people in the marketing and advertising industry manifest their true potential, a goal that resonates with me both personally and professionally.

As we move into the digital age, the proliferation of technologies is shaking up the way we work. Demands for performance are greater than ever before, at the agency and also from both clients and consumers.

In this challenging atmosphere, it is so very important that our young professionals are given the support they need to evolve and grow with confidence. And this is only possible when they know who they are, and when they discover their passion and purpose in their work and life, letting go of self-limiting beliefs in the process.

Fasttrack aims to humanize our participants, reminding them they are first and foremost, people serving people and I believe we have so far, been successful in helping our upcoming stars to shine.

I'm very glad to have been a part of this program since it began in 2013 and I offer my unwavering commitment to support you to fast track your career and life... both personally and professionally.

Bharat Avalani
Chief Knowledge Officer
AFAA



Raymond So
Chairman, AFAA



Bharat Avalani
Chief Knowledge Officer
AFAA

When am I going to be famous?

Faster than you think. AFAA understands the hunger and passion in young professionals to make a difference and be recognised. The AFAA Fasttrack 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 communication 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 Programme

Programme Date : 6 - 8 August 2018, Monday - Wednesday (residential)
International participants are required to arrive a day before the training (5 Aug). Training will end approximately at 6pm on 8 Aug, participants are advised to take a late flight around 10pm or later to return to their home country.

Venue : (To be confirmed)

Who Should Attend : Those with 5 years or less of working experience in the communication and marketing industry.

This is a soft-skills training designed to prepare young communication and marketing professionals for the challenges ahead by developing resilience, empowerment and leadership. It is 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 Programme

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 communication and marketing professionals.

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 Programme

Day 3 – Presentation & Completion (9am – 6pm)

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**

6.00 pm **End of training**

Here's what participants of AFAA Fasttrack programme had to say about their experience

2017



"It was a brand new precious experience that makes me realise that I could be better than who I am right now."

Arief Fadhillah,
Pt Dwi Sapta, Indonesia

2016



"This training is beautiful beyond words and no amount of words or feedback can do justice. You guys change lives. You cracked me open and I'm so happy you did."

Nikhita Arora,
Madison Communications, India

2015



"Less talking, more emphasis on individual participants, powerful exercises, remarkable debriefing sessions, brilliant trainers. Well spaced out. Excellent mentors"

Serena Paes, India

2014



"The entire program was an eye opener to life. In fact I tried to apply certain learnings, which worked really well. I recommended the programme to my team and the management would look at it positively."

Chinthake Yapa, Sampath Bank Plc,
Sri Lanka

2013



"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 intention is."

Bayu, PT Hakuhodo, Indonesia

Trainers' Profile



Shahnaz specialises in Personal Growth, Communication & Interpersonal Skills trainings.

He started his career in IT before getting involved in training. Following his active involvement in teenage camps and experiential corporate trainings, including a stint as Motivational Trainer for the Cyberfolks Training Camp, Shahnaz's passion to empower people led to his full time involvement in the pioneering of the Character Building module of Malaysia's Program Latihan Khidmat Negara.

He recruited and managed 120 facilitators for the Training of 1,250 Trainers throughout Malaysia, which he coordinated and trained. During the inaugural training in 2004, Shahnaz was Head of Quality Control in University Malaysia, one of the largest training centres, supervising over 100 trainers and 5,000 trainees.

Shahnaz was Programme Director at 95% until 2011, where he was the trainers' coach and headed the corporate training division. In 2011, he then set up The Ripple Effect but continues to conduct trainings for 95% where he specialises in custom-designing Personal Growth, Communication & Interpersonal Skills training programmes for companies. He has trained in Malaysia as well as Indonesia, for companies like Auto Bavaria, Sushi Kin, Saujana Consolidated Berhad, Resorts World Berhad, Aplaus TheLifestyle, Lowe, Naga DDB, TBWA, Kenanga Investment Bank Berhad, INSAN, INTAN, Jabatan Hal Ehwal Wanita and University Malaya Specialist Centre. He has run The Samurai Game® for EMKAY Group Holdings Berhad, Time dotCom Bhd, FJ Benjamin and Lowe Jakarta.

Shahnaz is also the co-trainer for the Branding Mastery Series commissioned by the Multimedia Development Corporation together with Peter Gan, from Peter Gan & Associates.

In 2011, Shahnaz became the first Malaysian and the 43rd in the world, to be certified as an official facilitator for The Samurai Game®, an intense challenge of self mastery created by George Leonard, a pioneer in the field of human potential.

Trainers' Profile



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. 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 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 and was commissioned by the Asian Federation of Advertising Associations to create FASTTRACK A Professional Excellence Programme for young marketing, advertising and branding talent in the Asian region.

Trainers' Profile



Bharat is a Unilever Veteran who has crisscrossed 69 countries. He comes with 25 years of experience in Brand Management, Consumer Insights, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. He was the Regional Integrated Brand Communications and Market Development Director for Unilever's Homecare category across Asia, Africa, Middle East and Turkey. He continues to be associated with Unilever in an external capacity.

He is the CEO of Connecting the Dots Marketing Consultancy and the Global Partner of Anecdote International, recognized as a world's leader in the use of storytelling in business. He is an expert in designing and delivering brand experiences — and in what better way than to use stories. He conducts Storytelling for Leaders workshop where he helps leaders find their stories and teaches them how to tell it.

His friends call him a memory collector and a story teller. He seeks experiences and every journey is a story for him. Like many others he also takes selfies ...but his selfies are different, because each picture tells a story that is deeply etched in Bharat's memory. Each picture is an emotional experience for him.

Amidst all, Bharat has served as President of the International Advertising Association (IAA) Malaysian Chapter, was VP of the Malaysian Advertisers Association (MAA), and was Board Member of the Audit Bureau of Circulations (ABC) Malaysia. Bharat is currently on the Executive committee of the Asian Federation of Advertising Associations (AFAA) & IAA Malaysia. He has also shared his pointed views and experience at key industry events.

Bharat who has a post-graduate qualification in Marketing, was also bestowed the Achievers & Leaders Award for Brand Leadership at the IALA Conference in Singapore and the Brand Leadership Award at the World Marketing Summit . He is also a NLP trainer certified by the American Board of NLP.

Registration Form

To register, please complete the registration form and email to fasttrack@95percent.com.my

Date : 6 - 8 August 2018 (residential)

Venue : (To be confirmed)

Fee : US\$1400 per person (US\$ 1484 inc of GST)
(Seats are limited to 35 participants only)

Fee includes:

- 3 nights' twin share accommodation for international delegates (check-in on 5 Aug, check-out on 8 Aug)
- 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 Corporate Culture Consultancy 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)
Company <hr/> Address <hr/> <hr/> <hr/> Authorised Signature <hr/> Name <hr/> Email <hr/> Tel <hr/> Fax <hr/> Payment By: <input type="checkbox"/> Bankers Cheque <input type="checkbox"/> Bank Transfer <input type="checkbox"/> Total Fees : US\$ <hr/> <p>All cheques must be made payable to: Ninety Five Percent Sdn Bhd D-10-6, Menara SuezCap 1, KL Gateway, No.2 Jalan Kerinchi, Gerbang Kerinchi Lestari, 59200 Kuala Lumpur.</p> <p>For bank transfers, bank account details are as follows:</p> <p>Name Of Bank : Hong Leong Bank Berhad Branch & Address : No. 37, Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur</p> <p>Account Number : 04-800-213-756 Swift Code : HLBBMYKL</p>	Name <hr/> Position <hr/> Email <hr/> Contact Number <hr/> Gender <hr/> Date of Arrival <hr/> Date of Departure <hr/> Special Dietary Requirement <hr/> <hr/> Additional Night Stay <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> 4 Aug <input type="checkbox"/> 8 Aug <hr/> Name <hr/> Position <hr/> Email <hr/> Contact Number <hr/> Gender <hr/> Date of Arrival <hr/> Date of Departure <hr/> Special Dietary Requirement <hr/> <hr/> Additional Night Stay <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> 4 Aug <input type="checkbox"/> 8 Aug <hr/>

Terms & Conditions

- Payment terms: All payments must be received prior to the event. Please make all cheques payable to Ninety Five Percent Sdn Bhd
- 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.