

fasttrack

PROFESSIONAL EXCELLENCE PROGRAMME

11th - 13th September 2019 • Wednesday - Friday
Kuala Lumpur, Malaysia

afaa
ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

IAA
INTERNATIONAL ADVERTISING ASSOCIATION

What is the next level for you?



Fast Tracking Growth and Peak Performance



Raymond So
Chairman
AFAA

As our industry strives to keep up with today's pace of change, it is vital that our talents thrive in the face of the challenges that come their way.

Since its inception, the Fasttrack program has seen tremendous success, transforming the lives of young, and not-so-young, advertising and marketing professionals from India, Taiwan, Indonesia, Pakistan, Bangladesh, Korea, Nepal, Sri Lanka, Macau and Malaysia.

As such, it gives me great pleasure to inform you that Fasttrack is back and open to industry professionals who want to achieve their next career breakthrough. In this 3-day residential programme, participants will be 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 professionals to our Fasttrack intake in Malaysia. It is my sincere hope that all advertising and marketing professionals will seize this opportunity to take their careers to the next level.



Bharat Avalani
Chief Knowledge
Officer
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.

Now, as demands for performance are greater than ever before, Fasttrack is ready to take on a bigger role, to give all industry professionals the resources to continually evolve, grow and thrive through challenging times. Despite what seems like the great disparity in roles and seniority, the key ingredients of peak performance and growth are the same – a passion and purpose in work and life, the ability to identify and discard self-limiting beliefs and the ability to work with anyone. Fasttrack guides participants to uncover these aspects of themselves so that they can utilise them to propel themselves forward at work and in life.

At its heart, the programme aims to humanize our participants, reminding them they are first and foremost, people serving people. I believe we have so far, been successful in helping our participants 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 as you fast track your career and life... both personally and professionally.

Fasttrack to the next breakthrough

Whether you are going from good to great, or great to incomparable, the elements for breakthroughs are the same - self-discovery, clarity of vision, and the willingness to break down 'what was' to attain 'what can be'.

At Fasttrack, participants are guided to uncover these elements within themselves. Then, propelled by these elements, they go on to make breakthroughs for themselves and their organisations.

Don't just take our word for it. Participants and industry leaders alike have heaped praise on Fasttrack:

» "This is one initiative of AFAA that has helped many youngsters to rise dramatically in their organisations and take on roles disproportionate to their level of seniority."

Srinivasan Swamy, Chairman, RK Swamy Hansa & President, IAA Global

» "My team at Outreach has been participating AFAA's Fasttrack since last few years and I have seen them grow into exceptional management leaders. This is really awesome."

Ujaya Shakya, Managing Director, Outreach Nepal

» "I have recently been promoted to manager and am currently the youngest manager in the office. This wouldn't be possible if I hadn't attended Fasttrack!"

*June Kweh, Senior Communication Plan,
Media Complete, Malaysia
Participant of Fasttrack 2017*

The Programme

In this unique and intensive three-day programme, participants are challenged to:

- Re-look at their roles in the communications and marketing industry and understand how their contribution can make a difference to themselves, their careers and the industry
- Break through limiting beliefs and mindsets that get in the way of their future success (even if they are already successful)
- Be brave enough to open their hearts and develop the empathy to build strong relationships between clients- creative agency- media agency, inspire their colleagues and connect with target audiences
- Develop leadership as a core quality so that they can have greater control and influence
- Liberate their creativity and reignite their passion.

At the end of the three days, they will emerge renewed and transformed, ready for their next career breakthrough.

Date of Programme	:	11 - 13 September 2019 Wednesday - Friday (residential)
Venue	:	Swiss-Garden Residences, Kuala Lumpur
Who Should Attend	:	The stars of your organisation, whatever level they may be.

This is a soft-skills training programme designed to instil communications and marketing professionals with the ability to make career breakthroughs. It leads them to discover what comes in the way of their professional and leadership effectiveness and provides them with the tools and awareness they need to make the leap to the next level.

Day 1: Looking Within (9am-10pm)

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 the world around them.

9.00 am	Module 1: Why Are You Here & Where Are You At <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Win-win as a way of life • Reigniting passion • Authentic self expression
10.00 pm	Training ends



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.

9.00 am	<p>Module 1 : Effective Communication</p> <ul style="list-style-type: none"> • Exploring the 5 levels of communication • Getting connected with consumers <p>Module 2: Being the One to Create Change</p> <ul style="list-style-type: none"> • Taking charge through leadership • Creating the experience you intend
12.30 pm	Lunch
2.00 pm	<p>Module 3: Resolving Interpersonal Issues & Creating the Relationship You Intend</p> <ul style="list-style-type: none"> • Applying the learning to real life situations through a series of role plays.
6.00 pm	<p>Assignment Briefing and Introduction to Mentors</p> <p>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.</p>
7.00 pm	Training ends
7.30 pm	Dinner with Mentors
8.30 pm	Group work session

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

After working on the assignment in groups overnight, assignments will be presented to the Mentors and invaluable feedback given. After lunch, participants will be taken through a review of the training and a special completion process leading up to graduation.

9.00 am	Presentation of Assignments
12.30 pm	Lunch, checkout and debrief with Mentors
2.00 pm	Review and wrap-up
6.00 pm	End of training



More feedback from our participants!

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

Nikhita Arora, Madison Communications, India

Participant of Fasttrack 2016

» "I know it's a ruse when you called this programme a 'Professional' Excellence Programme. In fact, it should be called a 'Life' Excellence Programme. I love it, because you come into this programme blind but leave with eyes open."

Udyami Samaraweera, Head of Brands, Shift Integrated, Sri Lanka

Participant of Fasttrack 2018

» "A different perspective for everything. I myself was not really a believer of these kinds of programme. But, that changed. Since I play a leadership role in my company, from the very first day, I will apply these lessons to improve my relationship with everyone"

Sandun Lakmal, Chief Operating Officer, Shift Integrated, Sri Lanka

Participant of Fasttrack 2018

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

Arief Fadhillah, Associate Research Manager, Pt Dwi Sapta, Indonesia

Participant of Fasttrack 2017

- » "There's so much to say that one sheet is not enough. I've learnt about self-respect, trusting myself and most importantly, trusting the person next to me unconditionally."

*Shahzaad Zahirsha, Group Head,
Leo Burnett, Sri Lanka
Participant of Fasttrack 2016*

- » "I've become more self-aware. I've learned what's the right thing I've to do. I've got a clear answer as to how I should face difficulties in life."

*Sheldon D'Souza, Copywriter,
Ogilvy & Mather, India
Participant of Fasttrack 2018*



Industry leaders share the results they are seeing

- » "Fasttrack is one of the very few programs that focuses on helping great talents harness their full potential through a self-discovery of their purpose and goals, as an individual, a professional and a member of the society."

Clarence Koh, Chief Operating Officer, Naga DDB Tribal

- » "After the program, I felt that they are more motivated and focused on their work. Also, their awareness towards their health also increased, with more exercise activity after work. Work-life balance is always important for all our team players."

Shin Roe, Chong, Business Director, Carat Media Services

- » "One unique and surprising feedback I have consistently received from all our talents who attended Fasttrack is 'it was life changing.'"

Chanchal Chakrabarty, Chief Executive Officer, GroupM Malaysia

- » "Since the training, our talent has been a lot more focused at work and has also picked up additional 'out of ordinary tasks' helping him shine within the organisation."

Minaam Khatri, Business Director, MediaCom Malaysia

Trainer's Profile



Shaikh Shahnaz Karim
Experiential Trainer

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 Malaysia 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.

Trainer's Profile



Janet Lee
CEO & Trainer of 95%

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. 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.

Trainer's Profile



Bharat Avalani
Trainer

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 worldleader 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 storyteller. 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 a 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 an NLP trainer certified by the American Board of NLP.

Registration

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

- Date** : 11 - 13 September 2019
Venue : Swiss-Garden Residences, Kuala Lumpur
- Fee** : US\$ 1400 per person (US\$ 1484 inc of SST)
(Seats are limited to 35 participants only)

Fee includes:

- 3 nights' twin sharing accommodation for international delegates
(*check-in on 10 September, checkout on 13 September*)
- Breakfast, coffee breaks, lunch and dinner for all delegates
- All course materials for 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 an additional cost. Please indicate this on the Registration Form. We'll contact you separately for further arrangements.

Malaysia 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.

<https://www.imi.gov.my/index.php/en/main-services/visa/visa-requirement-by-country>

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

Company name : _____

Company address : _____

Authorised Signature : _____

Person in charge : _____

Email address : _____

Tel : _____ Fax : _____

Payment by :

Bankers Cheque

Bank Transfer

Total Fee : USD \$ _____

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.

For bank transfers, bank account details are as follows:

Name of Bank : Hong Leong Bank Berhad

Branch Address : No. 37, Jalan Telawi 3,
Bangsar Baru,
59100 Kuala Lumpur

Account No : 04-800-213-756

Swift Code : HLBBMYKL

Participant(s) Details (please photocopy for extra participants)

Participant 1

Name : _____

Position : _____

Email : _____

Contact Number : _____

Gender : _____

Date of Arrival : _____

Date of Departure : _____

Special Dietary Requirement : _____

Additional Night's Stay :

No

Yes 9th September 13th September

Participant 2

Name : _____

Position : _____

Email : _____

Contact Number : _____

Gender : _____

Date of Arrival : _____

Date of Departure : _____

Special Dietary Requirement : _____

Additional Night's Stay :

No

Yes 9th September 13th September

Participant 3

Name : _____

Position : _____

Email : _____

Contact Number : _____

Gender : _____

Date of Arrival : _____

Date of Departure : _____

Special Dietary Requirement : _____

Additional Night's Stay :

No

Yes 9th September 13th September

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 other participants in the event that the registered participants are 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 cost.
- 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 the same-gender basis.