

fasttrack

PROFESSIONAL EXCELLENCE PROGRAMME

2nd - 4th October 2023 • Monday - Wednesday
Kuala Lumpur, Malaysia


ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

What is the next level for you?



Fast tracking to a brave new era



**Srinivasan
K Swamy**
Chairman
AFAA

The global pandemic brought unprecedented events to the world. Our industry was not spared its impact and we are now tasked with the challenge of navigating a changed, and continuously changing, advertising landscape.

These are challenging times indeed. However, many things can be achieved when there is personal warmth and that is possible only when acquaintances turn into friendships. As such, one of my goals for AFAA is to provide our members with opportunities to rebuild connections after the imposed isolation of the past few years by having more in-location events.

One such event is the Fasttrack programme, a 3-day residential programme where up-and-coming leaders have a unique opportunity to take stock, regroup and chart their next course by developing their own brand of leadership through the discovery of their deepest, truest values, their resilience and their passion for advertising.

Since its inception in 2014, the Fasttrack program has seen tremendous success, transforming the lives of 199 advertising and marketing professionals from India, Taiwan, Indonesia, China, Pakistan, Bangladesh, Korea, Nepal, Sri Lanka, Macau and Malaysia.

I am delighted to announce that the Fasttrack programme is back after a long hiatus. This programme is open to up-and-coming managers who want to cut through the volatility, uncertainty, complexity and ambiguity facing the post-pandemic, rapidly digitalising world, to take their careers-and maybe even the industry, to the next level.

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 launch their careers to the next level.



Bharat Avalani
Secretary General
AFAA

Fasttrack was designed to give industry professionals the resources to evolve, grow and thrive through challenging times.

We always knew that change was coming. But who knew change would hit us which such devastating speed and force, while we were confined to our homes, isolated and feeling helpless in the face of an unprecedented global pandemic?

The challenges facing our professionals in this post-pandemic world are monumental. We are a little battered, a little bruised, and the ground is still shifting beneath our feet. We need to carve a path out of the wilderness. It is not enough to stay relevant, but to be part of the vanguard advancing into this new world, charting and shaping the future of the industry. This requires a warrior spirit, deep wells of resilience, unwavering leadership and an unerring internal compass to chart and stay the course through new and uncharted territory.

This year's Fasttrack is designed to allow our next-generation leaders an opportunity to pause, turn their attention inward, and discover that the resources to face this volatile, complex, uncertain post-pandemic world have lain within themselves all along. It will arm them with the confidence that they will always be able to chart the course to the next breakthrough no matter how the world shifts around them.

Having been part of this programme since 2014, I have seen how Fasttrack has helped our participants shine. I am determined that Fasttrack will continue to be a programme that will propel our professionals on the fast track to achieving their full potential, both personally and professionally.

Fast forward to your next breakthrough

The world has turned on its head. Tried and true solutions no longer work on new and unfamiliar problems. Where you used to have all the answers, there are now only questions. It is time for a breakthrough, to cut through this wall of uncertainty, volatility and complexity to take your career, your organisation, and maybe even the industry, to the next level.

Fasttrack aims to give industry professionals 3 days to unplug from their busy routines and retreat into a space for reflection, inspiration and learning.

They will be guided to discover within themselves all the resources they need to evolve, grow and thrive through the uncertain times ahead. This process of self-discovery will result in clarity of vision, leadership skills and resilience to propel not just themselves, but their teams onward and upward as they chart brave new paths into the future

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

» Fasttrack is one of the few program 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

» "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 3-day programme, participants have the rare opportunity to experience themselves and their spontaneous reactions to challenging circumstances. Through this experience, they can gain a clearer understanding about their individual habitual life patterns and be able to make better choices in their lives.

- 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.
- Realise what mindsets or beliefs limit them as they pursue success, and what gives them strength and purpose.
- Strengthen leadership as a core quality, and be able to bring out their inner warrior spirit in the face of intense challenge.
- Reignite their passion for life.
- Grounded in a clear sense of personal core values that give them strength in this post-pandemic VUCA world.
- Interact and be inspired by some of Malaysia's top industry leaders, and learn how they can be actively contributing to their teams, organisations and the industry.

| | | |
|-------------------|---|--|
| Date of Programme | : | 2nd - 4th October 2023 Monday - Wednesday (residential) |
| Accommodation | : | Cititel Mid Valley Hotel, Kuala Lumpur |
| Training Venue | : | St Giles Gardens Hotel, Kuala Lumpur |
| Who Should Attend | : | The stars of your organisation, from managers upwards. |

This is an essential 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: Finding The Warrior Spirit Within (9am - 10pm)

In our demanding industry, the pace and pressure can cause rising leaders to burn out as they strive to juggle their many responsibilities in this VUCA post-pandemic world.

This training is designed to lead promising young leaders and rising managers to take a look inside themselves, and reconnect with the passion, inner strength, resourcefulness and resilience that will empower them to give their 100% to their careers, their organisations and to the industry.

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| 9.00 am | Registration |
| 9.30 am | Module 1 : Where Are You At & Why Are You Here? <ul style="list-style-type: none"> • Guided reflection on life goals and where are you at in relation to where and who you want to be. |
| 1.00 pm | Lunch |
| 2.00 pm | Module 2 : Developing Balance and Resilience <ul style="list-style-type: none"> • Explore what is the code that you live by? • Identify what throws you off your game and learn grounding techniques to stay stable and calm, focused and present. Module 3 : Introducing The Samurai Game® <ul style="list-style-type: none"> • The history and rules are introduced. • Participants learn the 'battles' • How well do you mentor another, when you are hard pressed to perform too? |
| 6.30 pm | Dinner |
| 7.30 pm | The Samurai Game® The battle begins! Participants have the opportunity to experience <ul style="list-style-type: none"> • Win-Win As A Way Of Life • Reigniting Passion • Authentic Self Expression • Heroic Courage and Resilience |
| 10.00 pm | End of Day 1 |



Day 2: Reaching Out With New Perspectives (9am - 10pm)

In Day 2, participants will be guided to reflect deeply on the many insightful lessons from The Samurai Game® and explore how they can bring them forward into real life.

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| 8.45 am | Registration |
| 9.00 am | Module 1 : Guided Reflection on The Samurai Game® <ul style="list-style-type: none"> • Debrief with Partner • Debrief with Group • Drawing Your Conclusions |
| 1.00 pm | Lunch |
| 2.00 pm | Module 2 : Your Personal Purpose Statement <ul style="list-style-type: none"> • Exploring Your Personal Core Values • Crafting Your Purpose Statement • Translating Purpose Into Behaviour Module 3 : Real Life Application <ul style="list-style-type: none"> • Stories of great leaderships moments based on personal values • Meet local industry mentors • Assignment Briefing |
| 6.30 pm | Dinner |
| 7.30 pm | Working in groups to crack the assignment |
| 10.00 pm | End of Day 2 |

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.

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| 8.45 am | Registration |
| 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 found my own value again that was lost for years through journey growing up. I didn't even realise that the values I believe were lost. Can't find these kind of experience else where. Thank you."
Phua Yen Yen, Vizeum, Malaysia
Participant of Fasttrack 2019
- » "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
- » "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
- » "This is an unique experience for me. I was particularly enlightened to learn that if you can sincerely use your heart to respect, to feel and to understand, then you will be able to develop strong empathy for others. This leaves a great influence on me."
Wang Na, itrax Marketing & Communications, China
Participant of Fasttrack 2019

» "All of you made me feel at home. I felt loved and heard. You brought back a fire in me that I thought was dying."

Reya Reji, Grey Mumbai, India.

Participant of Fasttrack 2019

» "Be open hearted. Be a listener. Be a person who loves himself and compassionate with others. I have learned to look at issues in a new way."

Nadim Hamid, Adcomm Ltd,

Bangladesh

Participant of Fasttrack 2019

» "Thank you for holding a non judgemental space for me to be in tune with my emotional side. "

Ivy Tan, NagaDDBTribal, Malaysia

Participant of Fasttrack 2019



Industry leaders share the results they are seeing

» "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, Regional Director MER and Head of Creative Futures, MediaCom MENA

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

*Founder, CEO and Lead Culture Consultant,
Experiential Trainer & Coach
95% Sdn. Bhd.*

Award winning advertising maven of 20 years, Janet Lee has since ventured into pioneering the field of corporate culture consultancy.

She established Ninety Five Percent Sdn. Bhd. (95%) in 2004 together with branding guru Peter Gan and Master Trainer and Programme Designer Shaikh Shahnaz Karim. As a training academy in the early days, the team designed and delivered experiential training programmes to give advertising professionals of all levels (from senior management to fresh graduate) a quantum leap in their careers.

The key to the success of 95%'s programmes is the foundation of personal development: this activates people's internal drive to continuously push boundaries in the pursuit of excellence. As a result, a number of the early participants are now among the senior management teams of some of the region's most highly awarded advertising agencies.

Janet's unique background in both advertising and people development makes her a valuable asset to leaders who want to evoke greater engagement from their employees.

In 2010, Janet led 95% to extend their services to companies that needed to change their employees' mindsets. Combining the foundation of personal development with advertising's language of persuasion, 95% was successful in delivering impactful mindset shift programmes for companies in construction, finance, medical healthcare, retail, F&B, manufacturing that wanted a high performance culture.

Janet has also designed and delivered 95%'s signature programmes that boost performance through increased self awareness and coaching. These programmes include The Power of Me, Shine, Fasttrack, and From Me To We.

Trainer's Profile



Bharat Avalani
Storyteller and Memory Collector

I am a FMCG Veteran based in Kuala Lumpur, Malaysia who has crisscrossed 73 countries. I come with 25 years of experience in Brand Management, Consumer Insights, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. I was the Regional Integrated Brand Communications and Market Development Director for Unilever's Homecare Category across Asia, Africa, The Middle East and Turkey.

I am the Founder and CEO of Connecting the Dots Consultancy and a Global Partner of Anecdote which is recognized as the world leader in the use of storytelling in business. Chat GPT mentions Anecdote as the world's best storytelling company.

I believe that Business Storytelling is the number one leadership and communication skill of the next decade. Using storytelling in the right manner, business leaders can connect, engage and inspire their teams. We are 22 times more likely to remember a story than disconnected facts. This is why we can harness the natural power of stories to communicate strategy and make them stick, bring values to life and develop the communication capabilities of leaders.

I am committed to helping restore humanity to the workplace, using storywork as its method. I help leaders communicate much more effectively and show how the purposeful use of stories is a powerful and practical tool to help them influence, engage and inspire. I work with organisations to convert their strategies into strategic stories and give leaders the skills to confidently and authentically tell that story, appropriately customised for different audiences. It took a long time to learn how to do this effectively and I have learned lots along the way. But the effort has been well worth it. There is no better feeling than seeing a leader talk in an authentic and engaging way and to watch their audience 'lean forward' and engage. It's what gets me out of bed in the morning.

My friends call me a memory collector and a storyteller. I seek experiences. Every journey is a story for me. Like others I take photographs; but I believe mine are different. They tell a story that is emotive and engaging.

I am currently the Secretary General of the Asian Federation of Advertising Associations (AFAA) and I serve on the Global Board of the New York based International Advertising Association (IAA).

At the 30th AdAsia Congress in Bali, Indonesia I had the good fortune of having the Asian Federation of Advertising Associations confer on me their Special Award for teaching and spreading the good influences of advertising and marketing across the region and for impacting 199 talented persons in 11 countries through the Fasttrack Program that we have been delivering since 2013.

I may say my career has been and continues to be a lifetime commitment to ethical advertising and marketing for the genuine good of humanity.

Registration

To register, please scan the QR Code below and fill in the Google form

| | | |
|-----------------------|---|--|
| Date | : | 2nd - 4th October 2023 |
| Accommodation | : | Cititel Mid Valley Hotel, Kuala Lumpur |
| Training Venue | : | St Giles Gardens Hotel, Kuala Lumpur |
| Fee | : | US\$ 1,400 per person (US\$ 1,484 inc of SST) (Seats are limited to 35 participants only) |

Fee includes:

- 3 nights' twin sharing accommodation
(check-in on 1st October, check-out on 4th October)
- Breakfast, coffee breaks, lunch and dinner for all delegates
- All course materials for delegates

Fee does not include:

- Transfer from airport, bus or train station to hotel
- Airfare or transport fare to KL
- 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.



(Scan or Click here to fill
in the registration form)

Terms & Conditions

- Payment terms: All payments must be received prior to the event. Please make all cheques payable to **Asian Federation of Advertising Associations**
- 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 1 week before the program commences.
- 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 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.
- All payment must be made to:
Name of Bank: CIMB Bank Berhad
Branch Address: Suria KLCC Branch, 405, Persiaran Petronas, Kuala Lumpur City Centre,
50088 Kuala Lumpur, Malaysia
Account Name: Asian Federation of Advertising Associations
Account No: 800 947 9978
Swift Code: CIBBMYKL

Please send your remittance to vitiyaa@gmail.com