

ZERO WASTE EVENT



workshops of the world communicate

Thursday
5th December 2019
Putrajaya Marriott Hotel

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to visit



* HRDF CLAIMABLE

SPECIAL VIP
GUEST



YAM Tunku Zain Al-'Abidin Ibni Tuanku Muhriz
Founding President, Institute for Democracy
and Economic Affairs (IDEAS)

GUESTS OF HONOUR

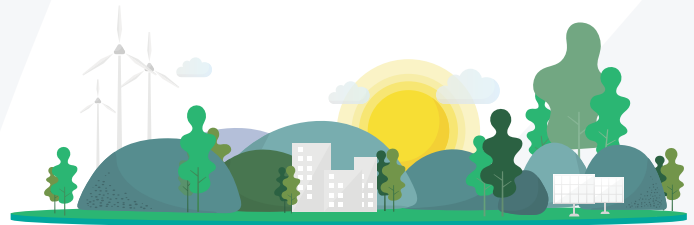


YAB Dato' Seri Dr Wan Azizah Wan Ismail
Deputy Prime Minister of Malaysia



YB Dato' Seri Anwar Ibrahim
Member of Parliament, Port Dickson
President of the People's Justice Party
(PKR)

7 billion
dreams
ONE PLANET
communicate
WITH A CAUSE



BE PART OF THIS BREAKTHROUGH
AND SAVE THE PLANET

gowowcomm.com

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#Sustainability

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BACKGROUND

We are proud to unveil the 2019 edition of WOWComm – Workshops of the World Communicate. The first of its kind, WOWComm is more than just a workshop – it is a movement, a revolution to transform the way we communicate and the way and manner in which businesses are conducted. All who are part of WOWComm will also have the opportunity to be part of the global green initiative - from being wowed by the greenest man on the planet till contributing part of their fee to saving the planet. WOWCommers will be identified by the badges that they wear and the charismatic persona that they project. They will walk out of WOWComm, fortified and all set to take on new frontiers, challenges and goals by rewiring natural biases.

TIME FOR MORE ACTION, FOR ALL OF US!

PLENARY AND KEYNOTE SPEAKERS



Niloy Banerjee
United Nations Development
Program (UNDP)
Resident Representative for
Malaysia, Singapore & Brunei



Camelia Tan Sri Yaacob
CEO & Founder
Rootwommers



Kamarul Bahrin Haron
Deputy Editor-in-chief,
Presenter, Journalist,
Producer, Astro Awani



Freda Liu
Producer & Presenter
BFM 89.9



**Greenman
Matthias Gelber**
Green Entrepreneur

PANEL 1 SPEAKERS



Datuk Yong Soo Heong
Former Bernama
Chief Executive



Datuk Wong Sai Wan
COO, Media Division of
Ancom Berhad &
Editor-in-chief, Malay Mail



**Shasha Kartini
Binti Mohd Ridzam**
AirAsia Group Head of
Global Affairs & Government
Relations



S.Jai Shankar
Director of Oil and Gas,
Chemicals and Chemicals
Products and Energy, MATRADE



SL Wong
Co-founder & Editor
Macaranga



Terrence Dass
Professional Emcee and
TV Host



Dato' Anusha Santhirasthipam
Federation President for
Asia and the Pacific of
Soroptimist International



Audrey Edwards
Editor
(Life/Showbiz/Branded)
Malay Mail

PANEL 3 SPEAKERS



**Greenman
Matthias Gelber**
Green Entrepreneur



Badrillah Jeevan
Head of (CX) Customer Experience
and Social Media Engagement,
Tsukiji No 8



Senator Yusmadi Yusoff
Member of Dewan Negara



Senator Khairul Azwan Harun
Member of Dewan Negara



Harith Ridzuan
Founder
Harith Green Carpenter
(HGC)



Shazmin Shamsuddin
Producer/Presenter,
The Lite Breakfast Show



Prof Datuk Dr Denison Jayasooria
Co-Chair Malaysian CSO
SDG Alliance & Principal Fellow
Institute of Ethnic Studies, UKM



Stephen Doss
General Manager
Yayasan Budi Penyayang
Malaysia

PANEL 4 SPEAKERS

9.00 am – 9.30 am

Registration of participants, media & attendees

9.30 am – 9.35 am

Negaraku

9.35 am – 9.40 am

Doa Recital

9.40 am – 9.45 am

Welcome Remarks by **Anne Edwards**,
Organising Chairman of WOWComm'19

9.45 am – 9.55 am

Conference Opening Keynote by Guest of Honour
YAB Dato' Seri Dr Wan Azizah Wan Ismail,
Deputy Prime Minister of Malaysia

9.55 am – 10.10 am

Special Keynote by VIP Guest
YAM Tunku Zain Al-'Abidin Ibni Tuanku Muhriz,
Founding President, Institute for Democracy and Economic
Affairs (IDEAS)

10.10 am – 10.25 am

Special Remarks by **Mr Niloy Banerjee**
United Nations Development Program (UNDP)
Resident Representative for Malaysia, Singapore & Brunei

10.25 am – 10.45 am

Plenary 1:

Camelia Tan Sri Yaacob – CEO, Rootwommers
Topic: **STOP COMMUNICATING. START CONNECTING.**

10.45 am – 11.15 am

Plenary 2:

Kamarul Bahrin Haron – Deputy Editor-in-chief, Astro Awani
Topic: **THE POWER OF THE MEDIA: AIMING FOR
SUSTAINABILITY**

11.15 am – 11.45 am

Plenary 3:

Freda Liu - Producer & Presenter, BFM 89.9
Topic: **SOCIAL ENTERPRISES: THE TOOL FOR SHARED
PROSPERITY**

11.45 am – 12.30 pm

Panel Session 1:

Topic: **PUSHING ENVIRONMENT BEYOND THE MEDIA**

Panel Members:

1. Datuk Yong Soo Heong – Former Bernama Chief Executive
 2. Datuk Wong Sai Wan – COO Media Division of Ancom Bhd & Editor-in-chief, Malay Mail
 3. SL Wong – Co-founder & Editor, Macaranga
- Moderator: Terrence Dass – Professional Emcee and TV Host

12.30 pm – 1.30 pm

Lunch

1.30 pm – 2.00 pm

Plenary 4:

YB Khairy Jamaluddin - Barisan Nasional Member of Parliament
for Rembau

Topic: **RACE, RELIGION, POLITICS: SUSTAINING DEMOCRACY
WITHIN MALAYSIA'S GREAT DIVIDE**

2.00 pm – 2.45 pm

Panel Session 2:

Topic: **SUSTAINABILITY: A MYTH?!**

Panel members:

1. Shasha Kartini Binti Mohd Ridzam – AirAsia Group Head of Global Affairs & Government Relations
 2. S.Jai Shankar – Director of Oil and Gas, Chemicals and Chemicals Products and Energy, MATRADE
 3. Dato' Anusha Santhirasthipam – Federation President for Asia and the Pacific of Soroptimist International
- Moderator: Audrey Edwards
Editor (Life/Showbiz/Branded), Malay Mail

2.45 pm – 3.30 pm

Panel Session 3:

Topic: **DOES SUSTAINABILITY BRANDING MATTER?**

Panel members:

1. Greenman Matthias Gelber - Green Entrepreneur
 2. Badrillah Jeevan – Head of (CX) Customer Experience and Social Media Engagement, Tsukiji No 8
 3. Harith Ridzuan – Founder, Harith Green Carpenter (HGC)
- Moderator: Shazmin Shamsuddin, Producer/Presenter,
The Lite Breakfast Show

3.30 pm – 4.00 pm

Plenary 5:

Greenman Matthias Gelber - Green Entrepreneur
Topic: **LET'S MAKE A LIVING FROM HEALING THE PLANET,
RATHER THAN FROM DESTROYING IT**

4.00 pm – 4.25 pm

Special Address by **YB Dato' Seri Anwar Ibrahim**
President, People's Justice Party

4.25 pm - 4.30 pm

Memento Presentation to Sponsors

4.30 pm – 5.15 pm

Panel Session 4:

Topic: **SUSTAINABILITY: WHEN POLITICS REARS ITS UGLY
HEAD**

Panel members:

1. Senator Yusmadi Yusoff – Member of Dewan Negara
 2. Senator Khairul Azwan Harun – Member of Dewan Negara
 3. Prof Datuk Dr Denison Jayasooria – Co-Chair Malaysian CSO SDG Alliance & Principal Fellow Institute of Ethnic Studies, UKM
- Moderator: Stephen Doss, General Manager
Yayasan Budi Penyayang Malaysia

5.30 pm

Conference ends

Note: Please take note that this itinerary is subject to changes.

WOWCOMMERS REGISTRATION FORM

* All fields are required

Name

Mobile

Email

Address

City/State

Postcode

Occupation

WOWCOMMER PASS

Total numbers
of Seats

RM250 per pax

(Please state)

Group Booking Details:

Name	Occupation	Mobile	Email

*If insufficient space, please add on names & details and email us at register@gowowcomm.com

Please choose the form of payment :

Cheque

Cash

Bank Transfer



Billor Code: 94904
Ref-1: Customer / Company Name
Ref-2: Contact Number

Bank Name : RHB Bank
Bank Account Name : Anne Edwards & Company Sdn Bhd
Bank Account Number : 2120-7700-1170-95
Bank Code/Swift Code : RHBBMYKL
Bank Address : Tower 2 & 3, RHB Centre, Jalan Tun Razak 50400 Kuala Lumpur.
Bank Branch : Port Klang
Type of Account : Current Account

JomPAY online at Internet and Mobile Banking with your Current and Savings.

Substitutions and Cancellations

You may transfer your registration to another person by notifying us by **e-mail** no later than November 28, 2019. Your request must include your name and e-mail address as well as that of the person who will now be attending in your place.

If you need to cancel your reservation, you must notify us by **e-mail** no later than November 28, 2019. Once you cancel you will receive a refund of your registration fee minus a RM 100 cancellation fee. Cancellations made on Saturday, November 30, 2019 or after, as well as attendees who fail to attend, will not be refunded. If the WOWComm Conference is cancelled, the management will fully refund your registration fee with no penalties or other reductions.

Online registration closes on Monday, December 2, 2019. Passes can also be purchased at the door.

ANNE EDWARDS & COMPANY SDN. BHD.

W505, West Wing, Metropolitan Square, No.2, Jalan PJU8/1,
Damansara Perdana, 47820 Petaling Jaya, Selangor.

Tel : 03 - 7493 5950

Fax : 03 - 7494 5977

Mobile: 019 - 345 3213

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SPONSORSHIP PACKAGES

WOWComm invites all interested parties from the corporate, private, government sector as well as GLCs to be part of this revolutionary exercise. A great platform to showcase your brand, products and services to people from various backgrounds, professions and academia.

Publicity at its PEAK!

BENEFITS	PRESENTING SPONSOR	PLATINUM	GOLD	SILVER
COST RM	100,000	80,000	50,000	25,000
Preferential branding at conference venue	✓	✓	✓	✓
Corporate Logo will be featured in the below materials:				
• Logo on event website's home page	✓	✓	✓	✓
• Logo on backdrop	✓	✓	✓	✓
• Logo on banner	✓	✓	✓	✓
• Logo on bunting	✓	✓	✓	✓
• Logo on conference kit	✓	✓	✓	✓
• Logo on lanyard	✓	✓	✓	✓
Media exposure (interview & photo op) on mainstream and online media platforms	4 X (value worth RM 150,000)	3 X (value worth RM 120,000)	2 X (value worth RM 80,000)	1 X (value worth RM 30,000)
Pre and post social media promotion	✓	✓	✓	✓
A plenary slot to present a key topic at the conference (based on a topic mutually agreed by both parties)	2 X	1 X	–	–
A panel slot to present a key topic at the conference (based on a topic mutually agreed by both parties)	–	1 X	2 X	1 X
Seated with VIP Guest	✓	–	–	–
Complimentary tickets for conference	30	20	10	8
Complimentary tickets for event cocktail	15	10	8	5

SPONSORSHIP PACKAGES

WOWComm invites all interested parties from the corporate, private, government sector as well as GLCs to be part of this revolutionary exercise. A great platform to showcase your brand, products and services to people from various backgrounds, professions and academia.

Publicity at its PEAK!

BENEFITS	LANYARD	COCKTAIL	GOODIE BAG
COST RM	20,000	15,000	15,000
Preferential branding at conference venue	✓	✓	✓
Corporate Logo will be featured in the below materials:			
• Logo on event website's home page	✓	✓	✓
• Logo on backdrop	✓	✓	✓
• Logo on banner	✓	✓	✓
• Logo on bunting	✓	✓	✓
• Logo on conference kit	✓	✓	✓
• Logo on lanyard	✓	-	-
Media exposure (interview & photo op) on mainstream and online media platforms	-	-	-
Pre and post social media promotion	✓	✓	✓
A plenary slot to present a key topic at the conference (based on a topic mutually agreed by both parties)	-	-	-
A panel slot to present a key topic at the conference (based on a topic mutually agreed by both parties)	-	-	-
Seated with VIP Guest	-	-	-
Complimentary tickets for conference	5	5	5
Complimentary tickets for event cocktail	5	10	5

SPONSORSHIP BOOKING FORM

Our company / agency / organisation is pleased to participate as an esteemed sponsor of the inaugural WOWComm 2019 based on the level indicated below.

* All fields are required

Please indicate the sponsorship level :

- Presenting Sponsor RM100,000 Platinum RM80,000 Gold RM50,000 Silver RM25,000
 Lanyard RM20,000 Cocktail RM15,000 Goodie Bag RM15,000

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Bank Branch : Port Klang
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WOWCOMM 2019 THE FIRST CONFERENCE TO IMPLEMENT ZERO WASTE IN MALAYSIA & SOUTH EAST ASIA

What is the zero-waste concept?

Zero waste is not a new concept or philosophy. But instead, it is a goal. It is visionary, efficient, ethical and economical in essence, whereby people change their practices and lifestyles by emulating a sustainable natural cycle. Zero waste is defined as the designing and managing of all products and resources through conservation and recovery, and this systematically prevents methods of waste disposal that would harm the environment. In short, it is the optimum use of resources, thus results in zero waste.

As a testament to our dedication, WOWComm 2019 pledges to achieve 100% zero waste at the upcoming conference on December 5th, 2019. We hope that this will create a ripple effect to all attendees and future conferences to come.

WOWComm 2019 Secretariat

We would be more than pleased to attend to your queries.
Please attention all enquiries to the following contacts:

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E : register@gowowcomm.com

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