

the **Asia HRD Congress™** 2008

The Learning Platform: Global Vision, Asian Insights

Conference & Exhibition



# Leading Human Capital, Leading Organisations

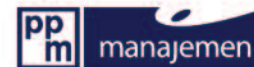
July 22 - 24 • Jakarta Convention Centre, Indonesia



[www.hrdcongress.com](http://www.hrdcongress.com)

Created by  
 **SMR Group**  
Helping People Learn and Perform

Organised by  
**Asia HRD Congress**

 **ppm manajemen**

Official Tour Agent Malaysia

**IKRAM HOLIDAYS**  
AGENS PELANCONGAN IKRAM HOLIDAYS SDN BHD  
08421-46

# Conference History

**THE ASIA HRD CONGRESS™** started off as half day Trainers-Meet-Trainers (TMT)® sessions in the late seventies on a complimentary basis. Most of the sessions were run by only one speaker.

In 1985 the event was addressed by George Webster, then Executive Director of the Institute of Training & Development (UK) and the 1990 event by Jeremy Spoor, then President of SMR. About 40 to 70 persons attended each year.



In 1993, we decided to organise a one-day conference and the response was fantastic. We focused on learning and networking. This meant we needed to increase attendance. This was achieved by keeping the fee low and quality of the sessions high, with outstanding speakers. In 1993, there were about 350 participants.

Due to popular demands, we organised a 2-day TMT® conference in 1994. We had 600 participants for this event.

In 1997 the TMT® Conference attracted more than 1,000 participants from Malaysia and abroad.

The TMT® Conference was last held in 2001 as Trainers-Meet-Trainers Asia before it expanded in scope and evolved into The Asia HRD Congress™ in 2002 when TMT® entered its 25th Silver Jubilee Year. Workshops gained a new look. Post conference workshops were introduced.

For the first time in 2006 The Asia HRD Congress™ was held on a large scale outside the country i.e. in Jakarta, Indonesia.

The Asia HRD Congress™ in 2007, was brought back to Malaysia to coincide with Visit Malaysia Year 2007. YBM Datuk Seri Tengku Adnan Tengku Mansor graced the opening of the event.

TMT® is now a separate event while The Asia HRD Congress™ is poised to be the learning event of the year thus achieving our objective in helping people learn and perform at the workplace to superior standards. The Asia HRD Congress™ aims to attract delegates from all the Asian countries and making it a congregation of Asian talents sharing and learning towards advancement in knowledge and skills.



# About the Creator

SMR has a presence of 30 years in HR consulting and training. Powered by its mission of helping people to learn and perform, SMR has been in the forefront of innovations in learning and technology.

SMR is one of Asia's largest Train-the-Trainer company and pioneer of the FUN technique to make training more results driven. SMR's contribution to HR technology includes the powerful competency based software HRDPower™.

SMR brings the HR community together at Asia's largest HRD event - The Asia HRD Congress™ and expo. This is a learning platform that provides global vision with Asian insights. SMR is an ISO 9001 certified company with offices in Malaysia, Singapore with representatives in the U.A.E, Indonesia, India, USA, Australia, China and Hong Kong. For more details log on to [www.smrhub.com](http://www.smrhub.com)

# About the Organisers

## About Asia HRD Congress Sdn Bhd

Asia HRD Congress Sdn Bhd offers up-to-date, relevant, and engaging learning events. Our learning events provide practical tips, proven effective case studies and fresh ideas from local experts, regional and international ones, practitioners as well as academicians.

We offer global learning space with an Asian focus, catering to your specific and general learning needs. Explore the world of HR learning events we have created with you especially in mind. We also run a number of major HR events in Malaysia and other countries in Asia. For more details log on to [www.hrdcongress.com](http://www.hrdcongress.com)

## About PPM Manajemen, Indonesia

PPM Manajemen was founded in 1967 to fulfill the needs of skilled managers. The founding fathers realised that the making of skilled managers would contribute much to the country. As a pioneer of a private management school, PPM has contributed in providing the biggest number of management alumni, 4,000 alumni of Master's program and more than 50,000 alumni of executive programs.

Services include assessment centers, management consulting and research services. To support the learning process, PPM has created the learning infrastructure to drive the training and development of Managers. PPM has also established a publishing company that has published management books.

Together with its alumni and network, PPM consistently contribute to HR development in Indonesia.



**Tjahjono Soerjodibroto**  
Executive Director  
PPM Manajemen  
Indonesia

#### THE CONGRESS ORGANISERS



**R. Palan PhD, A.P.T**  
Chairman & CEO  
SMR Group  
Malaysia

#### THE CONGRESS CREATORS

# Welcome...

In 2006, SMR worked closely with PPM Manajemen, Indonesia to organise and manage *The Asia HRD Congress™ 2006* in Jakarta, Indonesia. It was a successful learning event, advancing the cause of PPM's effort at Human Resources Development for Indonesia and the region. Once again SMR and PPM bring the strength of their relationship this year by organising and managing in Jakarta *The Asia HRD Congress™ 2008*.

It is SMR's aim to work closely with partners in the region to share and shape Human Resources Development ideas and practices through its flagship event, *The Asia HRD Congress™*. Maintaining relevance, topicality and promise, this year's theme is **"Leading Human Capital, Leading Organisations"**.

It has become a truism in HR circles that "To build a great company, you need great people". To attract and retain high performers, business organisations need to build a dynamic HR infrastructure (and infostructure) that supports growth. It needs to nurture knowledge, skills, attitudes and values that make it possible for people to do their jobs competently and with commitment. Human Capital Development is about recruiting, supporting, nurturing and investing in people. It is the critical driver of organisational value and it is accepted to be the only sustainable source of distinctive competitive advantage for any organisations and business organisations in particular.

PPM and SMR believes that it is Human Capital Development that will eventually give business organisations the leadership they aspires for in their sectors of operation and the region as a whole. Think Human Capital Development, Think Business Leadership.

As we examine Human Capital Development, we are excited at what is possible for all of us in Asia and the world. We – SMR and PPM – therefore look forward to welcoming you and to sharing with you traditional Indonesian hospitality in the midst of a great 'learning, networking, sharing and shaping' adventure.

Best wishes,

**Tjahjono Soerjodibroto**

**R. Palan PhD, A.P.T**

# Conference Theme

## Leading Human Capital, Leading Organisations

The future success of any organisation is directly related to the capabilities, motivation and contribution of all its employees and the calibre of its leaders at all levels. Indeed, the one constant in today's challenging and changing business landscape is people – Human Capital.

Human Capital is the critical driver of organisational value as it is accepted that the only sustainable source of distinctive competitive advantage for organisations come from their human capital.

To build a great company, you need great people. To attract and retain great people, you need to build the HR infrastructure that supports growth. It represents the knowledge, skills and abilities that make it possible for people to do their jobs. Human capital development is about recruiting, supporting and investing in people, using a variety of means, including education, training, coaching, mentoring, internships, organisational development and human resource management.

Asia HRD Congress™ 2008 is a forum for professionals around the world to share HRD practices. The key learning tracks this year are:

### 1 HUMAN CAPITAL MANAGEMENT IN THE GLOBAL ARENA

Human capital management is the strategic and coherent approach to the management of an organisation's most valued assets – its employees. Globalisation and knowledge intensive work have tremendously raised numerous challenges in attracting, developing, motivating and retaining talent because human capital development is the key to organisational success. These challenges can be addressed through early awareness of emerging trends. HR professionals can help their organisations to anticipate and respond to the changing environment in the way best suited to their organisation.

This track will expose practical tips and strategies on how to effectively make a positive HR impact in your organisation and contribute directly to the business plan.

### 2 LEADERSHIP

Leadership plays a central part in developing an organisation's talent pool. In fact, leaders are the ones who provide a winning difference to the organisation. They are in a unique position to enable employees to think beyond their environment. Kouzes and Posner remarked that leadership is not the private reserve of a few charismatic

men and women but a process ordinary people use when they bring forth the best from themselves to others. Seen this way, leadership is simply a relationship between leaders and followers and the one that can be learned.

The Leadership track will explore successful global practices and models with particular relevance to Asia.

### 3 COMPETENCY MANAGEMENT

Competencies make up the foundation for organisational performance as they clarify performance standards and highlight the types and levels of competencies an organisation requires. Despite the benefits, organisations fail to make full use of the competencies. Fortunately, there are frameworks available today that can simplify the process of introducing competencies into Human Capital Development applications such as Talent Management, Succession Planning, Deployment, etc...

This track will explore what other organisations have done successfully, the best practices in the competency profiling, assessments as well as application and implementation strategies. The Return on Investment (ROI) on these initiatives will also be addressed.

### 4 TALENT MANAGEMENT

Talent management is increasingly regarded as a growing influence in determining the success of an organisation. The inability to attract, engage and retain enough talent will result in non-execution of your growth strategy. Whether you are responsible for Human Resource in a corporate organisation, government agency or a non-profit organisation, you are faced with the imminent need to identify access and

develop talent to ensure continuity of leadership at all levels in your organisation.

This track will reveal how successful organisations plan their talent needs, how to develop recruitment and retention cultures and processes that ensure a healthy talent pipeline for continued organisational growth.

### 5 EMPLOYER BRAND MANAGEMENT

There is big competition for talents and organisations with a good employer brand being able to pick and choose from the best candidates. Job seekers are becoming more inclined to work for corporations where the organisation's values are aligned with their own.

Recruitment remains the crucial activity of the HR department. Indeed, the number of people in HR with responsibility for recruiting is increasing.

In an environment in which employee cynicism and mistrust are becoming significant obstacles to overcome, the coherence and continuity provided by effective employer brand management has resulted in increasing support for effective employer branding among the HRD and HRM community.

This track will provide a practical insight into all areas of employer branding, from understanding the branding process and learning how to create a branding framework to communicating a company's values effectively.

For booking of exhibition booth, contact us  
**Asia HRD Congress Sdn. Bhd.**  
Phone : 603 - 22799199 Fax: 603 - 22799099  
Email : enquiries@hrdcongress.com

**PPM Manajemen, Indonesia**  
Phone : 62 21 31903128 / 62 21 2300313  
ext 1020 Fax: 62 21 3102275  
Email : asia\_hrdcongress@lppm.ac.id

# Key Speakers includes



**ROBIN SPECULAND**  
CEO  
Bridges Business Consultancy  
International  
Singapore



**SHAHZAD SADAN**  
Executive Director (HR)  
Oil & Gas Development  
Company Limited  
Pakistan



**DR. JAMES KIRKPATRICK**  
VP, Global Training and  
Consulting  
SMR USA  
USA



**R. PALAN, Ph.D**  
Chairman & CEO  
SMR Group,  
Malaysia



**BOB ALLWRIGHT**  
CEO  
Brilliant Attitude Pty Ltd  
Australia



**ALAN M THOMAS**  
The Royal Air Force  
Wing Commander Al Thomas,  
SO1 Training Policy/DTR, 22  
(Trg) Gp  
United Kingdom

## Who should Attend?

CEOs / Business Heads / HR Directors /  
Managers/ Line Managers / Supervisors  
Consultants / Trainers / Executives

All who are interested in learning about  
the LATEST in  
Human Resources Development



# Conference at a Glance

DAY 1 – July 22, 2008	
08.00am – 09.00am	Registration
09.30am – 10.15am	Keynote
10.15am – 10.45am	Morning Coffee Break
10.45am – 01.00pm	Start of 8 Concurrent Workshops
01.00pm – 02.00pm	Lunch
02.00pm – 03.15pm	Workshop continues
03.15pm – 03.45pm	Afternoon Coffee Break
03.45pm – 05.00pm	Workshop continues
05.30pm	<b>End of Day 1</b>
DAY 2 – July 23, 2008	
08.00am – 09.00am	Registration
09.30am – 10.15am	Keynote
10.15am – 11.15am	Morning Coffee Break + Exhibition + Networking
11.15am – 12.15pm	Opening + VIP Keynote
12.15pm – 01.00pm	Exhibition + Networking
01.00pm – 02.00pm	Lunch
02.15pm – 03.30pm	6 Concurrent Sessions
03.30pm – 04.00pm	Afternoon Coffee break + Exhibition + Networking
04.00pm – 05.10pm	6 Concurrent Sessions + CEO Forum
<b>Awards &amp; Gala Dinner – starts at 07.45pm</b>	
DAY 3 – July 24, 2007	
08.00am – 09.00am	Exhibition Starts
09.30am – 10.15am	3 Mega Sessions
10.30am – 11.00am	Morning Coffee Break
11.00am – 11.45am	Keynote
12.00pm – 01.00pm	Keynote
01.00pm – 02.00pm	Lunch
02.00pm – 02.45pm	3 Mega Sessions
03.00pm – 03.45pm	3 Mega Sessions
03.45pm – 04.00pm	Afternoon Coffee Break
04.00pm – 04.45pm	Closing Keynote
05.00pm	End of The Asia HRD Congress 2008

# The Asia HRD Congress™ Awards 2008

**THE ASIA HRD CONGRESS™ AWARDS 2008** aims to honour HRD professionals - seasoned practitioners or budding professionals - who have made lasting impact on human capital development.

Awards will be given out for contribution to each of the following areas:

## I. THE HR COMMUNITY

The awardees shall have made contributions of high value that have been:

- Adopted by HR Practitioners as testimony of their usefulness
- Used by Organisations as they have produced good results
- Adopted as HRD Best practices of global impact

## II. THE ORGANISATION

The awardees shall have brought about changes through:

- Introduction of innovative systems / processes
- Impacting overall employee productivity and bottom line

## III. THE SOCIETY

The award goes to those who have contributed to the development of society by:

- Contributing ideas in education and training that have been adopted by any community where they have proven to give significant results
- Participating directly in education and learning projects that have impacted the life of any community

## IV. THE LIFETIME ACHIEVEMENT

This award is conferred to individuals who have made a lifetime contribution to human resources development. They are usually individuals who have pioneered selflessly to promising the cause of learning or creating a body of knowledge that has impacted the entire human resources development community and their customers in government, private and non-profit sectors.

### \* NOMINATIONS

- Nominations are open to all
- Nominations to carry supporting materials



## The Asia HRD Congress™ GALA DINNER

An excellent opportunity for you to network and be a part of  
The Asia HRD Congress™ Awards Ceremony  
To make a reservation, call us at **03-2279 9199**

# Exhibition Details



## A SHOWCASE OF HR PRODUCTS AND SERVICES

The Asia HRD Congress 2008 exhibition is an opportunity for HR professionals to shop around and update themselves on the latest in HR products and services, especially in areas like HR software, publications, training and consulting providers etc. The exhibition is open on the 23rd and 24th of July 2008.

For service providers, this is a chance to market your organisation before the largest gathering of HR decision makers in the region.

## Exhibition Hours

23rd July, 2008 : 9.00 a.m.- 6.00 p.m.

24th July, 2008 : 8.30 a.m.- 6.30 p.m.

For booking of exhibition booth, contact us

**Asia HRD Congress Sdn. Bhd.**

Phone : 603 - 22799199 Fax: 603 - 22799099

Email : [enquiries@hrdcongress.com](mailto:enquiries@hrdcongress.com)

**PPM Manajemen, Indonesia**

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Email : [asia\\_hrdcongress@lppm.ac.id](mailto:asia_hrdcongress@lppm.ac.id)



## PAST EXHIBITORS INCLUDE :

- Asian Institute of Management
- BP Nam Yang Printers & Papers Box Sdn Bhd
- Creative Purpose Sdn. Bhd.
- Cubiks Malaysia Sdn. Bhd.
- D' Jungle People Sdn. Bhd.
- Directive Communication International
- DMS Macsimize Sdn. Bhd.
- EC-Council Academy
- Effective Living Sdn. Bhd.
- ELID Sales & Marketing Sdn. Bhd.
- Flexi Promotion (M) Sdn. Bhd.
- Focus Learning Corporation Sdn. Bhd.
- ICT Zone Sdn. Bhd.
- Institut Bank-Bank Malaysia
- International Centre For Leadership in Finance
- John Wiley & Sons (Asia) Pte Ltd
- Kepner-Tregoe (M) Sdn. Bhd.
- KZen Solutions Bhd.
- Malaysian Institute of Human Resource Management Dunville
- Malaysian Psychology Centre
- Management Concepts Asia Pacific (M) Sdn. Bhd.
- Microguard Technologies Sdn. Bhd.
- MHS Inc.
- MRS Management Sdn. Bhd.
- National Productivity Corporation (NPC)
- Outward Bound Indonesia
- Peake And Forester (M) Sdn. Bhd.
- Pembangunan Sumber Manusia Berhad
- PT Binaman Utama ( PPM Assessment )
- PT Dunamis Organization Services
- PT International Test Centre
- PT Masdi Raga Putra
- Pustaka Binaman Pressindo
- Sage Interactive Sdn. Bhd.
- Sarawak Convention Bureau
- Select Appointment Sdn Bhd
- S.F.R. Consultants Sdn Bhd
- Soundview Resources
- SPACE UTM, School of Professional and Continuing Education
- SQ Centre (Malaysia) Sdn. Bhd.
- STAR Publications (M) Berhad
- TopHuman Technology Ltd.
- Universiti Tun Hussein Onn Malaysia
- Vovici Corporation, Singapore Branch
- Webway E Services Sdn. Bhd.

# The Asia HRD Congress™ 2008 Registration Form

(Please photocopy for additional participants)

Date of Registration \_\_\_\_\_

## PLEASE COMPLETE BILLING DETAILS

Company Name \_\_\_\_\_

Nature of Business \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Post code \_\_\_\_\_ Country \_\_\_\_\_

## CONTACT PERSON DETAILS

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) \_\_\_\_\_

Telephone \_\_\_\_\_ Ext \_\_\_\_\_

Fax Number \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_

## DELEGATE INFORMATION (Please complete details)

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) \_\_\_\_\_

Position \_\_\_\_\_ Department \_\_\_\_\_

Telephone (Direct Line) \_\_\_\_\_ Ext \_\_\_\_\_

Mobile \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Meal Option  Vegetarian  Non-Vegetarian

### IMPORTANT NOTE:

- Early bird discount: Register and pay BEFORE **May 22, 2008**; Booking will be based on first-come-first-served basis!
- Upon receipt of registration form, please allow 3-5 working days for process of invoice and confirmation.
- Please provide the name and complete details of the substitute delegate at least 5 working days prior to the event.
- For a guaranteed seat, registration with full payment must be received prior to the event.
- On-site registration with payment is subjected to availability of space.

### Conference Cancellation (only applicable to conference registration only)

- 90 days before event: 50% of fee will be refunded.
- 60 days before event: No refund, but substitutes are welcome.  
*Brochure reflects programme at the time of printing. We reserve the right to change any speaker or session in the event of unavoidable circumstances.*

## Fee Packages

No	Package	Fees		Please (✓)	No	Package	Fees		Please (✓)
		<b>*Early bird</b>	<b>Regular</b>				<b>Regular</b>		
1	<b>Pre-conference (July 22)</b>	RM 900 USD 265	RM 990 USD 290		7	<b>Exhibitor (corner booth)</b>	RM 5780 USD 1700		
2	<b>Conference Only (July 23- 24)</b>	RM 1800 USD 530	RM 2010 USD 590		8	<b>Exhibitor (normal booth)</b>	RM 4620 USD 1360		
3	<b>Pre Conference + Conference</b>	RM 2700 USD 795	RM 2990 USD 880		9	<b>Sultan Hotel Single / Twin per night with breakfast</b>	RM 290 USD 85	X _____ night	
4	<b>Gala Dinner Only (July 23)</b>		RM 260 USD 75						
5	<b>Conference Single 5 Star Package</b>	RM 4640	RM 4940						
6	<b>Conference Twin 5 Star Package</b>	RM 4100 per pax	RM 4400 per pax						

\* USD 1 is pegged at RM 3.40

- RM rate is applicable for delegates departing from Malaysia
- USD rate is applicable to international delegates

### Methods of Payment please tick (✓)

I enclose a cheque for RM / USD\* \_\_\_\_\_  
made payable to: **Asia HRD Congress Sdn Bhd**

I prefer to pay online.

(Please check our website: [www.hrdcongress.com](http://www.hrdcongress.com))

Bank Transfer: **Asia HRD Congress Sdn Bhd**

Malayan Banking Berhad, Level 1, Tower A,  
Dataran Maybank 1, Jalan Maarof Dataran Maybank  
59000 Kuala Lumpur.  
Account No. **5142 5313 8206**

- **Purchase Order:** (For government agencies only) You must attach the purchase order with the registration form
- SMR is registered with '**Kementerian Kewangan Malaysia**'
- **Kindly fax us the payment slip to SMR at 603 2279 9099**

**Optional Tour Package Available**  
Visit [www.hrdcongress.com](http://www.hrdcongress.com) for more details

### Contact Us

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Email : [asia\\_hrdcongress@lppm.ac.id](mailto:asia_hrdcongress@lppm.ac.id)

### Conference Twin Offer

- Fee as low as RM 4100 / USD 1210 per participant for twin sharing

### Conference 5 Star Package

- Accommodation at The Sultan Hotel (formerly known as Hilton Jakarta)
- Accommodation is for 5 days/4 night stay
- Daily Buffet Breakfast
- Return flights (KL-JKT-KL)
- Jakarta airport transfer – check in and check out
- Airport tax from KL to Jakarta only
- All rates quotes above are inclusive of 10% service charge and 5% government tax

### CANCELLATION FEE FOR TRAVEL AND ACCOMMODATION

(Applicable for Conference Twin /Single Offer only)  
The following charges will apply accordingly

- Cancellation notice given more than 30 days before departure – no cancellation charge
- 15 to 30 days before departure – a RM 300 cancellation charge per person applies.
- 8 to 14 days before departure – 50% of package fare.
- 4 to 7 days before departure – 75% of package fare
- Less than 4 days before departure – 100 % of the package fare.
- Postponement/ transfer of flight / hotel/ tour will be deemed to be a cancellation and will be charged accordingly.
- Cancellation of a confirmed booking must be in writing to avoid misunderstanding.

### TRAVEL DOCUMENTS

It is the passenger's responsibility to ensure that his/her international passport has a validity of at least 6 months from the date of travel and visa if applicable.