

UniKL BUSINESS SERIES

# Kotler

MARKETING FORUM

Better World Through Marketing  
5 - 7 October 2016

WORLD RENOWNED  
MARKETING GURU  
PROF. PHILIP KOTLER  
LIVE IN MALAYSIA 2016



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MY EVENTS  
INTERNATIONAL

ISKANDAR  
MALAYSIA

CEO DINNER  
MARKETING FORUM  
MASTER CLASS

# ABOUT

## PHILIP KOTLER

Prof. Dr. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his Master's degree at the University of Chicago and Ph.D. at Massachusetts Institute of Technology : (MIT), both in economics and has also received 12 honorary PhDs.

Prof. Dr. Kotler, who is the inventor of "4 Ps" of Marketing (which has now transcended to "7 Ps" as well as the inventor of "Social Marketing", is involved in research and development of Marketing for over the last 55 years. He is also the author of Marketing Management (Prentice Hall). The book, now already in its fourth edition and becomes the most widely used marketing textbook in graduate schools of business around the globe, has sold more than 20 million copies to date. Besides that, he has authored over fifty other successful books and has published over 150 articles in leading journals.

He is the sole three-time winner of the coveted Alpha Kappa Psi award, a recognition for those who demonstrate outstanding service to Alpha Kappa Psi, the oldest and largest professional business fraternity, for the best annual article in the Journal of Marketing. Not only that, he has been named along the Top business gurus since 1998. In 2008 & 2009 Prof. Dr. Kotler was ranked amongst the Top 10 Business Thinkers of the World by the Thinkers 50.com

## ORGANISERS



UniKL Resources Sdn. Bhd. (URSB), a company incorporated in Malaysia under the Companies Act 1965, is a wholly owned subsidiary of Universiti Kuala Lumpur. As a commercial arm of Universiti Kuala Lumpur (UniKL), URSB will be the gateway for UniKL to access and engage in commercial opportunities using the potential of UniKL's skills, expertise and resources. UniKL Resources see the world through the eyes of a solid, talented team, focused on delivering the best results. Our vision of the business world has shaped up around quality, exigence and professionalism. The URSB team will spare no efforts and put their skills and expertise to good use in order to help your business grow. The URSB mission is to produce enterprising global technopreneurs companies, as well as to offer our clients quality products and services.



Kotler Impact is a strategic marketing community seeking to employ sustainable economic development through education, training, and holistic measures. Kotler Impact believes in a generation that is sustainable, evolutionary, and transformable. This will be achieved through the accumulation of marketplace diversity, the implementation of fundamental, educational resources, and the commitment of business and professional leaders who strive for excellence. Kotler Impact's mantra is to Integrate marketing ideas and solutions for socio-economic issues and their vision is to be a strategic partner and solution provider in attaining the objectives

# PROGRAMME

## CEO DINNER

Where Marketing & Capitalism Need To Go

Persada Johor International Convention Centre | 5 October 2016 | 7.30pm - 10.00pm

Is a night of toasts connecting leading minds of the World Renown Marketing Guru with international and local marketing experts across different industries. It is an exclusive event where guests get to share the stimulating night with Professor Kotler in a global exchange of leading marketing ideas. Professor Kotler will give a provoking address on 'Where Marketing & Capitalism Need to go'. It is argued and understood that marketing is the engine of capitalism. It enables capitalism to flourish by stimulating buyer interest in the economy in which GDP depends 70 per cent on consumer spending. In addition to this important keynote, the Dinner presents an exciting opportunity for international and top level networking and is the perfect platform to put thoughts forward and engage in meaningful conversations and fellowship.

## MARKETING FORUM

Persada Johor International Convention Centre | 6 October 2016

Change is a constant challenge. This year forum aims to give a spotlight to how organizations can navigate through changes with relevant marketing and branding initiatives to stay abreast in an ever increasing array new tools, new theories, and relevant strategies. Marketing should not be left only to marketing departments. Companies with a marketing mindset typically excel at innovation, quality and service to maximize consumer satisfaction. The most enlightened market-driven companies pursue the triple bottom line: higher profits, better focus on people and protecting the planet. They aim to increase economic wealth, human wellbeing, and environmental wellness.

Prof. Kotler will be encouraging corporate leaders to think carefully about economic and societal issues that will affect organizations in the next decade and onwards while keeping in mind the value of branding. He will be speaking on two important topics:

- Rethinking Marketing in a Time of Overwhelming Change 9.30am - 12.30pm
- Importance of Branding 2.00pm - 4.30pm

The forum will be an exhilarating platform to learn, meet, and build network with industry experts, fellow marketers, and entrepreneurs whom are facing similar challenges or sharing common interests to seek new ideas and tools that work.

## MASTER CLASS

Digital Transformation in Marketing

UniKL MITEC, Pasir Gudang | 7 October 2016 | 9.30am - 12.30pm

In the era of New Economy, digital transformation is top-of-mind for companies as it reaches all corners of marketing. None of this happens overnight, but it is here now. This year master class digs deep on the transformation of marketing focusing on the digital landscape which has posted an overwhelming change to companies and industry experts alike.

With that, the highlight of the class is the artistic approach carried out by Prof. Salvador Lopez to inspire new ways of thinking and strategizing with music. As Albert Einstein put it, "We cannot solve problems with the same mindset that created them." The class aims to present the world of music as a tangible source of management knowledge and to reveal how companies can turn customers into fans.

This master class is designed specifically to inspire and challenge the hungry minds of students and young entrepreneurs in order to prepare them to take on the digital transformation of marketing.

## DELEGATE INFORMATION

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

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

Address: \_\_\_\_\_

Tel: (O) \_\_\_\_\_ H/p: \_\_\_\_\_

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Tel: (O) \_\_\_\_\_ H/p: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## REGISTRATION FEES (Please tick where applicable)

PACKAGE	EARLY BIRD FOR 1 MONTH (AUGUST) DISCOUNT OF 20% <small>Payment by 1-31 August 2016 (per person)</small>			NORMAL FEE <small>Payment after 31 August 2016 (per person)</small>		
	RM	USD	SGD	RM	USD	SGD
FORUM	2,000	625	680	2,500	625	850
MASTER CLASS	150 <small>(student)</small>	38 <small>(student)</small>	50 <small>(student)</small>	300 <small>(entrepreneur)</small>	75 <small>(entrepreneur)</small>	100 <small>(entrepreneur)</small>

## PAYMENT DETAILS (Please tick where applicable)

Cheque <input type="checkbox"/>	Cheque No. <input type="text"/>
Credit Card <input type="checkbox"/>	Card type <input type="checkbox"/> visa <input type="checkbox"/> mastercard
	Card Number <input type="text"/>
	Expiry Date <input type="text"/>
Telegraphic <input type="checkbox"/>	Cardholder's Name: _____
Transfer	Signature: _____
	Date: _____

## BANK DETAILS

Account No : My Events Sdn Bhd  
 Bank Name : CIMB Bank Berhad  
 Branch : Jalan P Ramlee  
 Address : Lot 1-01 Menara Hap Seng,  
 Jalan P Ramlee  
 50250 WP Kuala Lumpur

Account No : 800 156 0195  
 Swift Code : CIBBMYKL

Should you require further assistance on registration and payment matters, kindly contact:

## KOTLER MARKETING FORUM SECRETARIAT

Unit 1-7 & 2-7 Tiara Mutiara  
 No.139 Jalan Puchong, 58200 Kuala Lumpur

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Email: [kotler@uniklresources.com](mailto:kotler@uniklresources.com)

## TERMS AND CONDITIONS

### REGISTRATION ENTITLEMENT

Upon payment of registration fees, delegates are entitled for forum and luncheons access.

### PAYMENT TERMS

Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: FULL payment must be received prior to the event date. A receipt will be issued on payment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.

### CANCELLATION/SUBSTITUTION

Provided the total fee has been paid, substitution at no extra charge up to 5 days before the event are allowed. Substitution between 5 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has six (6) weeks before the conference is to be held in order to obtain a full credit for any future My Events conference. Thereafter, the full conference is payable and is nonrefundable. The service charge is prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that My Events will not be able to mitigate its loses for any less than 50% of the total contract value. If, for any reason, My Events decide to cancel or postpone this conference, My Events is not responsible for covering airfare, hotel, or other travel cost incurred by clients. This conference fee will not be refunded, but can be credited to a future conference. Event program content is subjected to change without notice.

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### IMPORTANT NOTE

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