



Malaysian Investor Relations Association Berhad

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Workshop On Succeeding In Today's Digital Environment : How Investor Relations Can Bridge The Gap

- ❖ Succeeding In Today's Digital Environment (Part 1)
- ❖ Succeeding In Today's Digital Environment (Part 2)

Speaker : Mr. Kelvin Lim, Digital Strategist, Burson-Marsteller Malaysia

| | |
|-------|---|
| Date | : 15 December 2010, Wednesday |
| Time | : 9.00 am to 1.00 pm |
| Venue | : Theatrette Room, LG Floor, Bursa Malaysia Berhad Exchange Square, Bukit Kewangan, 50200 Kuala Lumpur |

Topic Outlines

Workshop On Succeeding In Today's Digital Environment : How Investor Relations Can Bridge The Gap

❖ Succeeding In Today's Digital Environment (Part 1)

- ❖ Stakeholder engagement : traditional modes of communication as you know it
- ❖ A shifting paradigm : stakeholder engagement goes online
- ❖ Everything digital : why investor relations has changed
- ❖ Bridging the gap : how other corporations have done it

❖ Succeeding In Today's Digital Environment (Part 2)

- ❖ Getting started : determine your objectives
- ❖ Arming with the right tools
- ❖ Internal setup : what you need to do
- ❖ Accountability and tracking

Speaker's Profile



KELVIN LIM has managed several corporate and technology-based programmes over his career in public relations and marketing communications.

Kelvin is currently a Digital Strategist for Burson-Marsteller Malaysia (B-M). He serves as B-M's digital resource, which includes strategy development and planning for clients in Malaysia. Kelvin also works on all functions of the Group, including client services and management as well as business development.

Prior to this appointment at Burson-Marsteller, Kelvin served as Digital Strategist and Head of Technology at Fleishman-Hillard Malaysia, where he provided consultancy services to a diverse client base including Dell, Philips, Maxis Telecommunications and Motorola. During the course of his employment at Fleishman, he helped clients develop social media deployment strategies and also helped to develop crisis communication structures for Astro All-Asia Networks and Malaysian Airline System Bhd.

Kelvin embarks on thought leadership profiling and he contributes to digital channel proliferation through monthly opinion columns in Advertising & Marketing Magazine, as well as being the founder and co-host of Malaysian technology talk show, Tech Idiots: Uncensored, available on Facebook.

Prior to Fleishman-Hillard, Kelvin served as Editor for various technology publications, which includes the likes of T3 and PC Gamer. He continues his passion for writing as a freelance contributor for topics on technology trends and issues in various consumer electronics publications. He had also served as strategic advisors for various companies on public relations strategy and implementation.

Programme Table

| | |
|---------------------|---|
| 8.30 – 9.00 am | Registration |
| 9.00 – 10.20 am | Succeeding In Today's Digital Environment (Part 1) |
| 10.20 – 10.30 am | Q & A session |
| 10.30 – 10.50 am | Coffee break |
| 10.50 am – 12.45 pm | Succeeding In Today's Digital Environment (Part 2) |
| 12.45 pm – 12.55 pm | Q & A session |
| 1.00 pm | End |

Registration Form

(15 December 2010)

| | Name of participant | MIRA membership no. |
|---|---------------------|---------------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

Name of company :

Address :

Tel. no. : Fax no. : Email :

Contact person : Tel no. :

(Kindly make copies if more forms are needed)

Fee :

| MIRA Member | Non-MIRA Member |
|---|-----------------|
| One complimentary seat. Additional participant at RM100.00 per participant (redeemable via MIRA vouchers) (inclusive of refreshments) | RM150.00 |

Cancellation : There is no refund for cancellation or non-attendance but substitutes from the same company are allowed. Admittance will not be permitted unless payment is received.

Reservation : The organiser reserves the right to make changes to the venue, date, speaker, fee and cancellation of the seminar if warranted by circumstances beyond the organiser's control.

Registration & enquiries : **Malaysian Investor Relations Association (MIRA)**

Contact Persons :

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Closing date : **13 December 2010**

Payment Enclosed is cheque/bank draft/MIRA voucher no. for the sum of RM..... made payable to "Malaysian Investor Relations Association".

Registration is on first-come-first-serve basis. All registrations must be accompanied with the full payment. Registration made by fax must be followed immediately by payment.