



REHDA
INSTITUTE



Executive Masterclass

(Property Development - Sales & Marketing Management)

Taught by C-Suites and Industry Leaders

Module 1

Applied Marketing: Effective Marketing Research & Feasibility Studies



(15 March 2018, Thursday)

1. Understanding and Application of Marketing Research
2. How to Interpret and Utilize Data and Trends
3. Feasibilities Studies: Key of Success in Product Development

Module 2

Product Development: Critical Success Factors



(14 April 2018, Saturday)

1. Originality in Ideas: Developing the Right Product and Positioning
2. Pull Strategy: Mapping and Branding
3. Successful Branding and Marketing does make a difference

Module 3

Driving Sales Force in the 'Battle Field'

Half Day Indoor; Half Day Outdoor



(20 April 2018, Friday)

1. How to lead in Tough Times
2. How to sell in Tough Times

Sales and Marketing Conference

data to build demand driven real estate

1. Overview of NAPIC Data & Transaction-Property Market Performance Indicator
2. Trends on Commercial Properties in Key Cities in 2017
3. Residential Property Trends 2017
4. Pull Strategies vs Push Strategies in Sales & Marketing
5. Innovation Strategies Developers can Leverage on current market conditions



Wisma REHDA



3rd May 2018

Attendance: Participants must complete all aspects of the modules to be eligible for the Certificate of Attendance.

For more information, please contact:

Mr. Pearljit Singh | 016 326 0598 | pearljit@rehdainstitute.com
Ms. Kong Shi Ching | 012 251 7259 | shiching@rehdainstitute.com

Module 1 - Applied Marketing: Effective Marketing Research & Feasibility Studies

Schedule Time	Master Class Topic	Distinguished Speaker
2.00 – 2.30 pm	Registration (Kuih, Snacks & Coffee Tea)	Ice Breaking Session
2.30 – 3.30 pm	Understanding and Application of Marketing Research	Master Facilitator: Ms Jennifer Chow
3.30 – 4.30 pm	How to Interpret and Utilize Data and Trends ?	Speaker: Pn Khuzaimah (Former NAPIC Director)
4.30 – 5.00 pm	Afternoon Break (Tea Time)	
5.00 – 6.00 pm	Feasibility Studies: Key of Success in Product Development	Speaker: Ms. Veena Loh (Associate Director of Research & Consultancy, JLL Property Services (M) Sdn Bhd)
6.00 – 6.20 pm	Summary & Closing	
6.30 – 8.00 pm	Dinner Presentation & Networking	LiB Consulting Japan
8.00 pm	The End	

DISTINGUISHED SPEAKERS

Master Facilitator



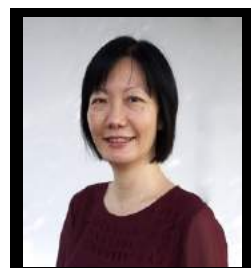
Ms. Jennifer Chow
CEO, Just Jen Connections Sdn Bhd

A seasoned marketing, pr and communications expert with over two decades of uniquely diversified experience across a variety of integrated industries and working knowledge from publicly listed to privately held and start-up property development companies. In 2015, she co-authored one of map guru, Ho Chin Soon & Ishmael Ho's book titled "Property Investors True Stories – The Good, Bad & Ugly". And subsequently, in 2017 established Just Jen Connections Sdn Bhd, a professional firm offering marketing, publishing and consultancy services to the property, lifestyle and wellness sectors. The Company also provides training and outsource marketing services to property development companies for the development of sales and marketing professionals in the industry. She is also the Vice President Public Relations and Founding Member of iAuthors Club for aspiring authors to write and publish their first book. She believes that good people will bring out the good in people.



Sr. Khuzaimah Abdullah
Former Director of National Property Information Centre (NAPIC)
JPPH

Sr. Khuzaimah Abdullah has more than 30 years working experience in Department of Valuation and Property Services (JPPH), Ministry of Finance. She started her career as Valuation Officer in June 1982 after obtaining Bachelor of Survey (Property Management) from Universiti Teknologi Malaysia (UTM) and later graduated from Master of Science (Property Asset Management), Sheffield Hallam University, United Kingdom. She was formerly the Director of National Property Information Centre (NAPIC) since April 2013 and retired in December 2017. She is a Registered Valuer with the Board of Valuers, Appraisers and Estate Agents Malaysia and Fellow of the Royal Institution of Surveyors Malaysia (RISM). She is also an Assessor with the Shah Alam High Court for land matters in land acquisition cases since 2005.



Ms. Veena Loh
Associate Director of Research & Consultancy
JLL Property Services (M) Sdn Bhd

She heads the Research Department that produces quarterly updates that tracks detailed data on Capital Values, rents and yields of properties in various sectors in Malaysia, also called the Real Estate Intelligence Service (REIS). She has advised on many projects in Malaysia including Branded Residential Market and Feasibility Study in KLCC, Master Planning Advisory for Medini Iskandar Malaysia, and best use for an integrated future TOD in Shah Alam. She has authored many articles like "Will the Residential Real Estate Sector Move in Tandem with the Malaysian Economy?" on July 2016, "Opportunity knocks twice for investors in Malaysia" on Aug 2016, "Investors to Revisit Iskandar" on Dec 2016 appearing in Millionaire Asia, "Lessons for Iskandar from Shenzhen-Hong Kong's Development Success" on Dec 2016 while at JLL.

Module 2 - Product Development: Critical Success Factors

Schedule Time	Master Class Topic	Distinguished Speaker
8.00 – 9.00 am	Registration (Attendance & Breakfast is served)	
9.00 – 10.00 am	Originality in Ideas: Developing the Right Product and Positioning	Invited Senior REHDA Representative
10.00 – 11.00 am	Successful Branding and Marketing does make a difference	Invited Senior REHDA Representative
11.00 – 12.00 pm	Branding in Property Development	Speaker: Mr. Ho Chin Soon (Ho Chin Soon Research)
12.00 – 12.20 pm	Summary & Closing	
12.20 – 1.30 pm	Networking lunch	
1.30 pm	The End	

DISTINGUISHED SPEAKERS



Mr Ho Chin Soon
Chairman
Ho Chin Soon Research

Mr. Ho Chin Soon is currently the Chairman of Ho Chin Soon Research Sdn Bhd, a property information company that specializes in land use and ownership maps, 3D Augmented Reality Maps, provides speakers for property launches, aerial photography and customized real estate reports. Chin Soon is a registered valuer with the Board of Valuers, Appraisers & Estate Agents, Malaysia and has a Professional Diploma from the Royal Institute of Chartered Surveyors (UK). Prior to establishing Ho Chin Soon Research, Mr Ho Chin Soon held major position in companies like CH Williams Talhar & Wong, Island & Peninsular, FACB & Others. Ho Chin Soon is a map maker, author and a fellow of the Royal Institution of Surveyors, Malaysia and he is one of the most sought after speaker in the property industry.

Module 3 - Driving Sales Force in the 'Battle Field': Selling Through Tough Times

Schedule Time	Master Class Topic	Distinguished Speaker
9.00 – 9.30 am	Registration (Attendance & Breakfast is served)	Training by Mr. Hanzo Sales Ninja Warrior
10.00 – 12.00 pm	Indoor Activities: How to lead in Tough Times	
12.00 – 1.00 pm	Lunch	
1.00 – 3.00 pm	Outdoor Activities: How to sell in Tough Times	Training by Mr. Hanzo Sales Ninja Warrior
3.00 – 4.00 pm	Conclusion	

DISTINGUISHED SPEAKERS

Master Facilitator



Ms. Jennifer Chow
CEO, Just Jen Connections Sdn Bhd

A seasoned marketing, pr and communications expert with over two decades of uniquely diversified experience across a variety of integrated industries and working knowledge from publicly listed to privately held and start-up property development companies. In 2015, she co-authored one of map guru, Ho Chin Soon & Ishmael Ho's book titled "Property Investors True Stories – The Good, Bad & Ugly". And subsequently, in 2017 established Just Jen Connections Sdn Bhd, a professional firm offering marketing, publishing and consultancy services to the property, lifestyle and wellness sectors. The Company also provides training and outsource marketing services to property development companies for the development of sales and marketing professionals in the industry. She is also the Vice President Public Relations and Founding Member of iAuthors Club for aspiring authors to write and publish their first book. She believes that good people will bring out the good in people.



Mr. Hanzo Ng
Sales Guru
Sales Ninja

Hanzo Ng has extensive experience and an impressive track record in sales and marketing, where he has used his intensive study of business psychology to break various sales record in all the companies he has worked with. He has led various companies to ground breaking advancement and turnarounds with profit increases of up to 300%. Hanzo is the author of Secrets of the Sales Ninja, Sales Ninja's Ultimate Business Strategies and developer of Sales Ninja's Top Sales Secrets Audio CD series. He was a columnist for New Sunday Times and currently writes for Malaysian Business and SME Magazine. His work has also been featured in Smart Investor, SME Magazine and TraxxFM.

Schedule Time	Event Agenda
7.30 – 8.30 am	Registration (Breakfast is served)
8.30 – 9.00 am	REHDA Institute Chairman Opening Address
9.00 – 9.45 am	Overview of NAPIC Data and Transaction 2017 – Malaysia's Property Market Performance Indicators Speaker: Mr. Khalid bin Abdul Mutalib, Deputy Director, Property Inventory Division , NAPIC, Valuation And Property Services JPPH
9.45 – 11.00 am	Trends on Commercial Properties in Key Cities in 2017: What are possible solutions? Speaker: Datuk Christopher Boyd, Executive Chairman, Savills Malaysia
11.00 – 11.30 am	Morning Refreshment
11.30 – 12.15 pm	Residential Property Trends: Where is the demand and what products to sell in 2018? Speaker: Mr. Foo Gee Jen, Managing Director, CBRE WTW
12.15 – 1.30 pm	Panel Discussion: Liberalizing Accurate Property Data Analysis: How can stakeholders work together? Moderator : Senior REHDA representative Panellist : Mr. Khalid bin Abdul Mutalib (NAPIC, JPPH) Panellist : Invited Dr. Suraya Ismail (Khazanah Research Institute) Panellist : Invited Sr. Jayaselan Navaratnam (Ministry of Urban Wellbeing, Housing and Local Government, KPKT) Panellist : Invited Tan Sri Muhammad Bin Ibrahim (Bank Negara Malaysia)
1.30 – 2.30 pm	Networking Luncheon & Graduation: Executive Masterclass in Property Development
2.30 – 3.45 pm	Pull Strategies vs. Push Strategies in Marketing and Sales Speaker To be Confirmed
3.45 – 4.15 pm	Afternoon Refreshment
4.15 – 5.30 pm	Panel Discussion: Innovative strategies developers can leverage on in current market conditions Moderator : Invited Dato' KK Chua (Managing Director, Property Insight) Panellist : Mr. Eric Lim (President, MIEA) Panellist : Invited CEO of a Large Project Marketing Agency in Malaysia Panellist : Invited C-Suite from a Large Public Listed Developer
5.30 pm	End of Event

DISTINGUISHED SPEAKERS



Datuk Christopher Boyd
Executive Chairman
Savills Malaysia

Datuk Christopher Boyd is the Executive Chairman of Savills Malaysia. He is a registered valuer in Malaysia. He has over 40 years' experience in the country and a further 10 years' in the UK, Australia and Singapore. Mr. Boyd's professional career in Malaysia has spanned leading roles in international property consultancies as well as 6 years as the Managing Director of a listed Malaysian development company. His consultancy recently rebranded as Savills Malaysia.



Mr. Foo Gee Jen
Managing Director
CBRE | WTW

Foo Gee Jen is the Managing Director of CBRE | WTW. Foo's experience stems from numerous corporate consultancy exercises including the pre-privatisation exercise of TNB, Kumpulan Guthrie and the initial development of KLCC and TRX. Foo is currently the President of PEPS, Vice-President of FIABCI Malaysia, Fellow of RISM, Board Member of BOVAEA, member of RICS and also the Honorary Advisor (Property Consultant) to REHDA (Malacca branch) between 1996-2008.



Mr. Eric Lim Chin Heng
President
Malaysian Institute of Estate Agents (MIEA)

Mr. Eric Lim is the Founder and Group Managing Director of the Hartamas Real Estate Group. His real estate professional experiences includes the agency services, corporate real estate, project marketing and international properties. The Group has also expanded its academic wing to enter into a collaboration with UCSI University in offering the Executive Diploma in Real Estate course which is accredited by the Board of Valuers, Appraisers & Estate Agents of Malaysia (BOVAEA). He is also the President of the Malaysia Institute of Estate Agents (MIEA).



COMPANY DETAILS

Company Name :
Address :
Contact Number (Compulsory) :

ATTENDEE DETAILS

1	Name :	Job Title :
	Mobile (Compulsory) :	Email :
	Company to invoice :	

2	Name :	Job Title :
	Mobile (Compulsory) :	Email :
	Company to invoice :	

3	Name :	Job Title :
	Mobile (Compulsory) :	Email :
	Company to invoice :	

4	Name :	Job Title :
	Mobile (Compulsory) :	Email :
	Company to invoice :	

5	Name :	Job Title :
	Mobile (Compulsory) :	Email :
	Company to invoice :	

REGISTRATION FEES

	Executive Masterclass (3 Modules + 1 Conference) Very Limited Seats		Sales & Marketing Conference only Complimentary for Executive Masterclass student			
	Regular Price		Early Bird (Before 30th March 2018)	Regular Price (After 1st April 2018)		
REHDA Member	<input type="checkbox"/>	RM 2,198.00	<input type="checkbox"/>	RM 1,199.00	<input type="checkbox"/>	RM 1,399.00
Non-Member	<input type="checkbox"/>	RM 2,498.00	<input type="checkbox"/>	RM 1,399.00	<input type="checkbox"/>	RM 1,599.00

* Please tick the relevant box above as appropriate. (the fee quoted includes 6% GST)

COMPANY KEY CONTACT PERSON

Name :	Job Title :
Email :	Tel :

Company Stamp For Approval:

PAYMENT/ACCOUNT CONTACT PERSON IN CHARGE

Name :	Job Title :
Email :	Tel :

(Compulsory)

Contact REHDA INSTITUTE
REGISTRATION

Tel: 03-7803 6006
Fax: 03-7880 3823
E-mail:
register@rehdainstitute.com

Wisma REHDA,
No. 2C, Jalan SS5D/6,
Kelana Jaya
47301 Petaling Jaya,
Selangor, Malaysia

www.rehdainstitute.com

Bank drafts or cheque should be crossed and made payable to 'REHDA Institute'. The cheque can be deposited to REHDA Institute's Public Bank account no and fax the bank-in slip to 03-7880 3823.

Bank: Public Bank
Name: REHDA Institute
Account No: 31 3479 1907

Please read the terms and conditions below that will be binding on all participants and participating companies (REF:01012017)

REHDA Institute reserves the right to replace/change speakers or some aspects of the itinerary in the best interest of the conference.

Confirmation of Registration

Participants/Participating company will need to send us back the registration form with their official company stamp as confirmation of their agreement with the organiser's terms and conditions.

No cancellation

Once we have received the registration form with the company's stamp and seal, the organisers will allocate food, seating arrangements etc. for the delegates. Hence you will still be charged whether or not your participants turn up on the day.

Payments

For registrants intending to take advantage of the discounted early bird price, please make full payment before the end of the early bird period. If payment are made AFTER the early bird period, the price invoiced will be changed to the full price. Kindly ensure that payments are made early to take advantage of the discounts.

All full payments must be made to the organisers before the actual event day. For those paying through bank transfers, please make sure you send us a copy of your bank in slip and details, else the payment may no be acknowledged by us.

The confirmation e-mail will be issued 7 days before the commencement of the event. In the vent you do not receive the confirmation letter, please contact us immediately.