



# 44th IFTDO

World Conference & Exhibition  
2015 Kuala Lumpur

SPECIAL INVITATION TO  
SPONSORS, EXHIBITORS  
SPEAKERS & DELEGATES

[www.IFTDO2015.com](http://www.IFTDO2015.com)



**IFTDO**

International Federation of  
Training and Development  
Organisation

**24 - 27 August 2015**  
KL Convention Center  
Kuala Lumpur, MALAYSIA

## The Performance Pipeline: Beyond HR



Hosted by



Strategic Partner



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Supported by





## THE DESTINATION



**Malaysia, the epitome of the cultural and professional melting pot in the Asian world, boasts a professional population that is successful, innovative yet humble and moderate in their opinions and achievements.**

Malaysia has world-class business organizations with excellent facilities for the development of human potential. World-leading multi-national companies (MNCs) confidently invest and house their research and manufacturing facilities here in Malaysia. Marketing MNCs base their operations in Malaysia to reach out and manage their networks in the region and beyond.

Malaysia's integral world of culture and stability is testimonial to the right and privilege for all races of the world to unite and exist in harmony. In Malaysia, people of different sexes, races and cultural diversities live, learn and work together, synergizing to produce marvels such as one of the tallest buildings in the world, the Petronas Twin Towers and one of the most advanced airports in the world, the Kuala Lumpur International Airport (KLIA).

Malaysia's rich and bio-diversified heritage of natural reserves and rainforests reflects a world that is balanced in its reach for innovation and its love for heritage and preservation. For those who are inclined to the natural heritage, Malaysia has some of the world's most pristine beaches, rainforests, wetlands and mountainscapes.

Our cultural and historical heritage reflects a rich and diversified history and exemplifies the marriage of cultures from its earliest histories.

Malaysia is truly Asia, the melting pot that proves that Asia as a culturally rich and diversified treasure trove of heritage, culture, lifestyle and opportunity is the reality to be experienced and a vision to be embraced.

## IFTDO 2015

The IFTDO 2015 is not an event to be missed. It is the most multinational, multicultural Training and Development organization in the world with a truly diverse Board of Directors leading organization, IFTDO represents more than 500,000 professionals in over 30 countries. Moreover, IFTDO is affiliated to UNESCO. The event brings together learning & development and HR professionals from multiple industries as well as global providers of training solutions and services, to talk strategy, challenges and fresh ideas.

### IFTDO 2015 THEME

The overarching goal of the conference is to help organizational leaders at all levels acquire innovative solutions that they need in today's highly uncertain business environment.

The performance pipeline propagates: **"Getting the right PERFORMANCE at every level or layer of LEADERSHIP"**. Subsequently the issues of talent and how it is organized must get the attention they deserve that is vital to strategic success and the essential evolution - Beyond HR to Talentship would revolutionize the way we think and act for sustainable growth primarily focusing on **YOUTH LEADERSHIP DEVELOPMENT PROGRAM**.

### SUB-THEMES

#### HUMAN RESOURCE MANAGEMENT:

HRM, has never been more challenging in recent times. Recruiting the right talents, effective performance evaluation, competitive rewards and benefits, managing dislocated employee, and resolving disputes are among the fundamental performance indicators for HR Management. However, discussion is opened on what HRM further entails to move organizations forward.

#### HUMAN RESOURCE DEVELOPMENT:

HRD must be seen as a strategic enabler for overcoming organization's business challenges. Seeking the right learning and development initiatives to enhance performance at the right pace and time at all levels will ensure success for the organization and most importantly for the individual whose competency is continuously being developed.

#### LEADERSHIP:

Leadership is more often than not about *"soft skills"* rather than hard skills. A leader who understands what drives the bottom line is valuable. The leaders who can get others to perform at their best that ultimately create winning

organizations. Leadership is the art of leading others to deliberately create a result that wouldn't have happened otherwise.

#### CULTURE:

Culture plays an important role in any organization where it shapes your work relationship, process and enjoyment in workplace. It is made up of values, beliefs, underlying assumptions, attitudes, and behaviors shared by a group of people within an organization. The culture of success affects every business decisions and the bottom line. Ultimately they make a business's heart beat or stop beating.

#### INNOVATION:

Innovation has been known to be critical for long-term sustainability of organizations. Some organizations invest heavily into R&D, while some into technology. In the other spectrum, there are organizations which primarily put people around their innovation strategies. This section is to deliberate what are the current innovations for survival and sustained growth.

## The Performance Pipeline: Beyond HR

### WHAT CAN IFTDO 2015 OFFER YOU?

Under the esteemed umbrella of IFTDO, IFTDO 2015 can help you reach influential HR Professionals and decision makers with our comprehensive range of sponsorship, exhibition and advertising opportunities. From one-off online advertising to major sponsorship and bundled packages, IFTDO 2015 will work with you to showcase your organization and help achieve your marketing and communication goals.

### WHO ARE OUR DELEGATES?

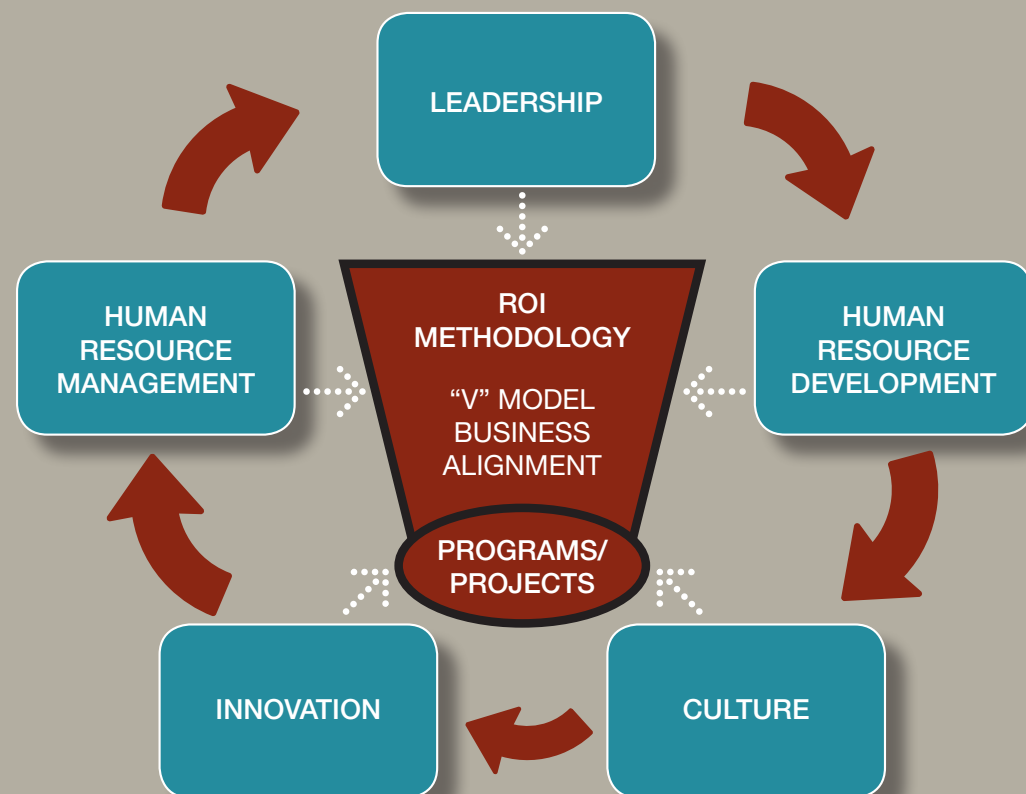
Becoming a sponsor or exhibitor provides the perfect opportunity for your business to reach a targeted and captive audience worldwide.

The conference attendees include **CEOs/MDs, Chief Human Resource Officers, Chief Talent Development Officers, Directors/Senior Managers/Managers, Government Officials, Business Owners, Consultants, Academic & Researchers.** Our delegates ranked "viewing products and services" as one of the reasons for attending, second only to general networking opportunities. Increase your brand recognition and showcase your products and services by networking with these key decision makers!

### WHY IFTDO 2015?

Reaching your target audience is easy with IFTDO 2015. Being the most multinational, multicultural Training and Development organization in the world with a truly diverse Board of Directors leading the organization, IFTDO represents more than 500,000 professionals in over 30 countries. Moreover, IFTDO is affiliated to UNESCO. Thus, as a platform to gather 3,000 local and foreign delegates in Kuala Lumpur, IFTDO 2015 is not an event to be missed.

### CONCEPTUAL FRAMEWORK OF THE THEME THE PERFORMANCE PIPELINE: BEYOND HR



## THE CONFERENCE

The Conference will have 50 over workshops and sessions featuring best in the industry speakers and presenters sharing the latest knowledge and insights in their areas of expertise.

Your benefits includes:

- Learning and sharing from the best in the Industry
- Benchmark talent development initiatives with best practices from around the globe
- Understanding why measuring effectiveness of performance and development matters
- Gain innovative tools to implement 'Beyond HR'
- initiatives to sustain growth
- Discover successful leadership practices that will survive the test of time
- Gather insights to create positive culture in organizations
- Network with like-minded global industry leaders

## INTERNATIONAL SPEAKERS



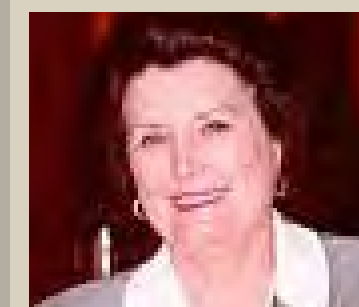
**STEERING & STRATEGIZING  
HR FORWARD:**  
Helping The Future of HR  
*Peter Cheese*



**MONEY MATTERS:**  
Looking at the financial  
impact of HR  
*Jack Phillips*



**HRM**  
Evolve or Cease to Exist  
*Prof Ingrid Guerra Lopez*



**LEADERSHIP:**  
Mentoring & Coaching for  
Business Sustainability  
*Margo Murray*

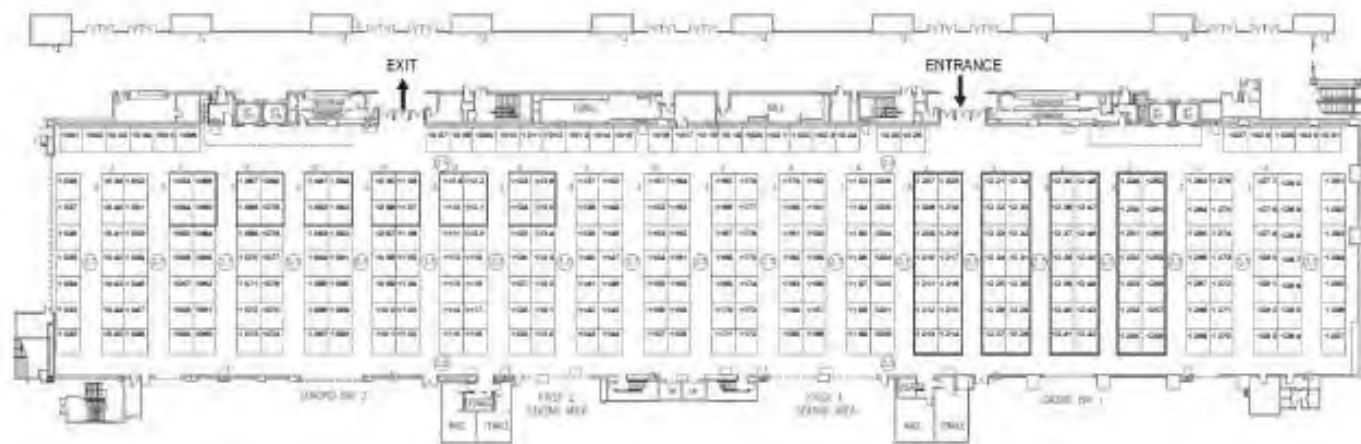


**TAKE TEN:** Predictions,  
Trends & Certainties that  
are Shaping Our Future  
*Steve Miranda*



## THE EXHIBITION

**KUALA LUMPUR CONVENTION CENTRE - EXHIBITION HALL 1 & 2**  
44TH IFTDO WORLD CONFERENCE & EXHIBITION 2015 - 24 - 27 AUGUST 2015



### WHY EXHIBIT?

Being the most multinational, multicultural Training and Development organization in the world with a truly diverse Board of Directors leading the organization, IFTDO represents more than 500,000 professionals in over 30 countries. Moreover, IFTDO is affiliated to UNESCO. Thus, as a platform to gather 3,000 local and foreign delegates in Kuala Lumpur, IFTDO 2015 is not an event to be missed.

### EXHIBITOR INFORMATION

#### TRADE SHOW SCHEDULE

- Sunday - Monday (23rd - 24th Aug 2015)  
Exhibitor registration and move in  
10.00am - 3.00pm
- Tuesday - Thursday (25th - 27th Aug 2015)  
Trade Show  
10.00am - 6pm
- Friday (28th Aug 2015)  
Move out  
10am - 4pm

\* Schedule subject to change

### EXHIBIT SPACE RATE

CATEGORY	NORMAL RATE	SPECIAL RATE*
Space Only (Min. size: 18sqm)	5,400.00	4,100.00
Standard Shell Scheme (Min. size: 9sqm)	3,300.00	2,500.00
All fees are quoted in US Dollar (US\$)		
* The Special Rate is only valid during special promotional announcements and activities		

### SPACE RENTAL TERMS

- 50% is required upon signing/submitted application (includes a USD500 non-refundable deposit)
- Final balance is due by February 28, 2015.

If your choice of space is not available, the closest space to your original selection will be assigned. No guarantees are made in respect to booth size or location. Booth locations will only be confirmed once 50% payment is received.

### CANCELLATION POLICY

Cancellation of space must be submitted in writing.

- On or before August 31, 2014 will receive a full refund less USD500 non-refundable deposit.
- On or before February 28, 2015 will receive 50% refund of the total paid amount.
- No requests for refund will be granted after February 28, 2015.

## TOUR PACKAGE

### PENANG

#### GEORGETOWN HERITAGE TRAILS

Also known as the 'Pearl of the Orient', Penang is famous for its beautiful beaches and its enchanting monuments, buildings and temples which exude culture and history. The state of Penang, comprising some territory on the mainland and the island of Penang, is widely known for its varied and mouth-watering cuisine.

#### 3 DAYS / 2 NIGHTS

##### TOUR INCLUDES:

- Accommodation: 4 star hotel
- Transport: Return airport transfer and tours (Private)
- Sightseeing tour with English speaking tour guide
- Meals: 2 breakfasts, 2 lunches and 1 dinner

##### TOUR:

- Botanical Garden (Waterfall Garden), Clans Jetty, Fort Cornwallis
- Passing St. George Church, City Hall and walk around UNESCO World Heritage Sites

**EXCLUDES:** Return airfare from Kuala Lumpur to Penang, travel insurance and tips.

### LANGKAWI

#### LANGKAWI NATURE TOUR

An important attraction in the state of Kedah, is the enchanting island of Langkawi, renowned the world over for its beautiful natural setting and its beguiling legends.

#### 3 DAYS/2 NIGHTS

##### TOUR INCLUDES:

- Accommodation: 4 star hotel
- Transport: Return transfers airport and tours (Private)
- Sightseeing tour with English speaking tour guide
- Meals: 2 breakfasts, 1 lunch and 1 dinner

##### TOUR:

- Island Hopping (includes Isles of The Pregnant Lake)
- Langkawi City Tour (Commonwealth Garden, Cultural Craft Museum, Mahsuri Tomb, Black Sand Beach, Burnt Rice Field)
- Activities: Swimming, BBQ etc.

**EXCLUDES:** Return airfare from Kuala Lumpur to Langkawi, travel insurance and tips.

### MALACCA

#### MALACCA HISTORICAL HERITAGE CITY TOUR

It is synonymous with history as this beautiful state is steeped in its cultural past. The Portuguese, the Dutch and finally the English, all left important testimonies of their cultures in the arts and craft of this extremely graceful and beautiful state.

#### 3 DAYS/2 NIGHTS

##### TOUR INCLUDES:

- Accommodation: 4 star hotel
- Transport: Return coach from Kuala Lumpur-Melaka-Kuala Lumpur (Private)
- Sightseeing with English speaking tour guide
- Meals: 2 breakfasts, 2 lunches, 1 dinner

##### TOUR:

- A'Famosa, St. Paul's Church, Dutch Square-The Stadthuys, St. Francis Xavier Statue
- Cheng Hoon Teng Temple (oldest Chinese Temple in the country)
- Discover Melaka by trishaw ride Activities: Watching how beaded shoes are made, shopping of souvenirs/antiques, trishaw ride

**EXCLUDES:** Travel insurance and tips.

## HOTEL ACCOMMODATION

HOTEL	CONTACT	INFO
<b>(1,673 rooms / 105 suites / 51 apartments) On-site Hotels</b>		
GRAND HYATT KUALA LUMPUR - Adjacent to the Kuala Lumpur Convention Centre	+603 2182 1234	370 rooms, 42 suites
IMPIANA KLCC HOTEL - Opposite the Kuala Lumpur Convention Centre	+603 2147 1111	322 rooms, 13 suites
IMPIANA KLCC HOTEL (NEW TOWER) - Opposite the Kuala Lumpur Convention Centre	+603 2147 1111	188 suites, 1 Royal suite
MANDARIN ORIENTAL KUALA LUMPUR - Adjacent to the Kuala Lumpur Convention Centre	+603 2380 8888	643 rooms, 41 suites 51 apartments
TRADERS HOTEL KUALA LUMPUR - Integrated with the Kuala Lumpur Convention Centre	+603 2332 9888	520 rooms, 51 suites

HOTEL	CONTACT	INFO
<b>(1,563 rooms / 513 suites / 223 apartments) Approximately 5-minute walk</b>		
ASCOTT KUALA LUMPUR	+603 2142 6868	221 apartments
HOTEL MAYA KUALA LUMPUR	+603 2711 8866	100 rooms, 105 suites 2 apartments
NOVOTEL KUALA LUMPUR CITY CENTRE	+603 2147 0888	278 suites, 17 suites
PNB DARBY PARK	+603 7490 3333	338 suites

# REGISTRATION INFORMATION

REGISTRATION FEES	Conference Package Option			
Registrant Type	CP01 Conference Only	CP02 Conference & Tour Package	CP03 Conference, Tour Package & Social Package	CP04 Conference & Social Package
IFTDO Member	1,125.00	1,575.00	1,675.00	1,,225.00
IFTDO Non-Member	1,250.00	1,700.00	1,800.00	1,350.00
Developing (Limited to first 250 delegates)	800.00	1,250.00	1,350.00	900.00
Malaysian Delegate	1,000.00	1,450.00	1,550.00	1,100.00
Accompanying Person	550.00	1,000.00	1,100.00	650.00

SPECIAL EARLY BIRD OFFER*	Conference Package Option			
Registrant Type	EC01 Conference Only	EC02 Conference & Tour Package	EC03 Conference, Tour Package & Social Package	EC04 Conference & Social Package
IFTDO Member	800.00	1,125.00	1,225.00	900.00
IFTDO Non-Member	800.00	1,250.00	1,350.00	900.00
Developing (Limited to first 250 delegates)	800.00	1,250.00	1,350.00	900.00
Malaysian Delegate	800.00	1,250.00	1,350.00	900.00
Accompanying Person	550.00	1,000.00	1,100.00	650.00

All fees are quoted in US Dollars (US\$) exempted from tax.

#### Fee for Delegate includes:

- Full pass to all conference sessions
- All materials of conference
- Welcome reception on the 24 August 2015
- Luncheons & refreshments on the 25 - 27 August 2015

#### Fee for Accompanying Person includes:

- Special invitation for the Welcome reception on the 24 August 2015
  - Special invitation for the Opening & Closing ceremonies
  - Special tour during conference. Pre-booking is required
- Accompanying Person is referred as Non-Conference Delegate*

#### TERMS & CONDITIONS:

- Terms of payment: Full payment is required upon registration unless stipulated during special promotional announcements & activities
- Payment by cash (bank transfer) or credit card
- No cancellation or refundable deposit once signed up
- Transfer to another party is permitted but only once

\* The special Early Bird Offer is only valid during special promotional announcements and activities



#### CONTACT US

For sponsorship and exhibition enquiries or bookings, please contact:

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#### Mr. Shamsul Zahrin Sulaiman

Treasurer  
email: [shamsul@iftdo2015.com](mailto:shamsul@iftdo2015.com)

For further updates, please visit  
[www.IFTDO2015.com](http://www.IFTDO2015.com)



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