

Online
Learning



HRD CORP
HUMAN RESOURCE DEVELOPMENT CORPORATION

Claimable Under Scheme
SBL-Khas

Course No. 1000189939

FMM MARKETING & BRANDING WEBINAR 2021

Guide to Growing Your Business with



- **August 18, 2021
Wednesday**
9.00am – 1.00pm
- **August 19, 2021
Thursday**
10.00am – 1.00pm
- **7 hours**
- **Zoom**

Influencer marketing happens when a brand collaborates with an online influencer to market one of its products or services. Social media influencers are usually preferred by brands because they are a big help in starting trends and encouraging their followers to make purchases.

Influencers have more of a built-in trust with their followers than brands do. A survey conducted by Influencer Marketing Association found that nearly 75% of consumers rely on “word-of-mouth” on social media when deciding whether to purchase a product. Therefore, influencer marketing can generate up to 11 times the ROI of traditional advertising (Social Media Today).

Why you should attend this Webinar

- Gain knowledge on how to select influencers who fit the brand campaigns;
- Learn best practices in creating and executing influencer marketing campaigns successfully; and
- Be informed on online marketing law that regulates influencer marketing practices.

FMM MARKETING & BRANDING WEBINAR 2021

Guide to Growing Your Business with Influencer Marketing

Platform
Zoom

[Day 1] August 18, 2021 (Wednesday)

- | | | |
|-------|----|---|
| 9.00 | am | <ul style="list-style-type: none">• Defining an Influencer• The Number of Influencers in Malaysia• How Much Does an Influencer Charge per Campaign• Brands Investments in Influencer Management in Malaysia <p><i>Mr Khalis Johan
Assistant Sales Manager
SushiVid Sdn Bhd</i></p> |
| 10.30 | am | <p>Case Studies: The Most Effective Influencer Marketing Approaches and Key Platforms</p> <p><i>Ms Angie Ruby M
Managing Partner / Senior Consultant
Impact Communications</i></p> |
| 11.15 | am | 5-minute break |
| 11.20 | am | <p>How to Email Influencers to Promote Your Products or Services</p> <p><i>Mr Travis Saw
Regional Consultant
Wave Evolution (M) Sdn Bhd</i></p> |
| 12.05 | pm | <p>Question & Answer Session</p> <p>Speakers:</p> <ul style="list-style-type: none">• <i>Mr Khalis Johan, Assistant Sales Manager, SushiVid Sdn Bhd</i>• <i>Ms Angie Ruby M, Managing Partner / Senior Consultant, Impact Communications</i>• <i>Mr Travis Saw, Regional Consultant, Wave Evolution (M) Sdn Bhd</i> |
| 1.00 | pm | End of Day 1 |

[Day 2] August 19, 2021 (Thursday)

10.00 am **Online Marketing Law: What Influencers and Marketers Need to Know**

*Mr Mohamad Izwan bin Zakaria
Managing Partner
Izwan & Partners*

10.45 am **Influence is Live: How Livestream Influencers are Driving Sales**

*Ms Patricia Tan
CEO
9Celcius*

11.30 am 5-minute break

11.35 am **How to Get Started with Influencer Marketing**

*Mr Tan Guan Sheng
CEO
ITTIFY Sdn Bhd*

12.20 pm **Question & Answer Session**

Speakers:

- *Mr Mohamad Izwan bin Zakaria, Managing Partner, Izwan & Partners*
- *Ms Patricia Tan, CEO, 9Celcius*
- *Mr Tan Guan Sheng, CEO, ITTIFY Sdn Bhd*

1.00 pm End of Day 2 / Webinar

* The organiser reserves the right to amend the programme in the best interest of the event.

FMM MARKETING & BRANDING WEBINAR 2021

Guide to Growing Your Business with Influencer Marketing

August 18 & 19, 2021 (Wednesday & Thursday)

Zoom

Speakers' Biodata

Mr Khalis Johan
Assistant Sales Manager
SushiVid Sdn Bhd



Mr Khalis Johan has been working in the influencer industry for almost 3 years. He is currently assisting and managing the Sales Team at SushiVid.

While pursuing his ACCA Advanced Diploma in Accounting, he worked as a Trainee Associate at PricewaterhouseCoopers (PwC). Thereafter, he joined a start-up company called oBike Malaysia as the Business Development Executive.

Ms Angie Ruby M
Managing Partner / Senior Consultant
Impact Communications



Angie has deep roots in the PR industry spanning over two decades. Clients value her for her connections with the media, influencers and vast experience in developing and executing innovative PR solutions.

For a local girl with merely a college higher diploma, Angie used her determination, hard work, creativity and resourcefulness to enter one of the most prestigious international PR agencies in KL. Her career was given a boost when the agency noticed her work. She was sent for training to New York and seconded to the Singapore office to work in the corporate and financial practice. While a career in a big agency line looked bright for Angie, in 2007 she along with her husband decided to start Impact Communications. Together, they built an agency which over the years gained the trust of big names such as Unilever, MARS Foods, FedEx, Dutch Lady, Mattel, while being a trusted partner to small start-ups with big ambitions such as dahmakan, Funding Societies, The Original Boat Noodle and more.

Never one to give up, her dogged determination rubs off on her team and together, clients gain the mileage, recognition and awareness that creates impact on the bottom line and builds reputation.

Mr Travis Saw
Regional Consultant
Wave Evolution (M) Sdn Bhd



Since inception of Wave Evolution in 2007, Travis Saw has been a trusted advisor and business growth strategist to businesses from the SME level all the way up to large enterprises mainly in South East Asia & Hong Kong for the last 14 years. He has an incredible wealth and depth of digital advertising & marketing knowledge that is mostly derived from first-hand experience while working with major brands from different industries in S.E.A.

Travis's single most important job in Wave Evolution is to set the company's direction and business development. Blending his interest in marketing and technology, Travis has help clients to find cost effective ways to successfully market their ventures online.

Mr Mohamad Izwan bin Zakaria
Managing Partner
Izwan & Partners



Izwan Zakaria is the owner and managing partner of Izwan & Partners, a corporate/commercial law firm he founded in early 2019. The law firm is a niche practice focusing on advising technology companies, venture capitals, and early stage startups in Malaysia and across South East Asia.

Izwan is a specialist technology and venture lawyer with over a decade of legal experience in corporate law. His key niche practice includes his direct experience in acting for online and digital businesses like equity crowdfunding, peer to peer lending, ecommerce, and robo advisory platforms and other disruptive technologies. His involvement in the technology sector also extends to advising fintech clients on compliance matters relating to regulatory developments in the industry as set out by the Central Bank and the Securities Commission.

Izwan has experience in venture capital fundraising having acted for startups and investors across sectors such as technology, media, e-commerce, fintech, fashion and agritech.

Izwan is currently a member of the Fintech Association of Malaysia and active in the Malaysian startup ecosystem, where he regularly mentors early stage entrepreneurs and speaks at events on compliance and fundraising matters. He is currently a mentor of Founders Institute (a pre-seed start-up accelerator with a presence in over 180 cities worldwide) and Singapore Centre for Social Enterprise (raiSE).

Izwan has a law degree from Universiti Teknologi Mara.

Ms Patricia Tan
CEO
9Celsius



A seasoned entrepreneur and an accomplished marketer, Patricia started her entrepreneurship journey when she founded Azalea Marcom, an ad agency, in 2000 which then merged with Mantra Communication, to offer a holistic brand communication services to multinational companies and corporates. In 2013, she established Score Sports Management, an award winning sports and fitness event management company that organised Malaysia's first sports & fitness expo. She then conceived Score Marathon, Malaysia's 3rd largest marathon. She successfully led the team to set 3 Malaysia Book of Records for the country's "Largest Group Exercise Events" and won contract for the government's Fit Malaysia programme under the then Youth & Sports Minister, YB Khairy Jamaluddin, in his vision to make Malaysians a sporting nation.

Patricia is an avid runner and a fitness freak. With her affinity for fitness and marketing, she leveraged on the growth of digital marketing and pivoted her business to influencer marketing during the pandemic. She now leads 9Celsius, a spin off from Mantra Communication, connecting brands and agencies with influencers and endorsers, in the sports, fitness, health and wellness space.

Mr Tan Guan Sheng
CEO
ITTIFY Sdn Bhd



Recently listed as Forbes 30 under 30 Asia, Guan strongly believes that more opportunities should be given to creative people. Guan started as a content creator on YouTube but soon found out how difficult it was for smaller influencers like him to get noticed by brands. He launched ITTIFY in 2015 to solve this problem: the Malaysia-based startup has developed a software to match social media influencers with brands and analyse results from advertising campaigns. ITTIFY was acquired last year by the fastest growing digital media group, iMedia.

Guide to Growing Your Business with Influencer Marketing

August 18, 2021 (Wednesday) • 9.00am – 1.00pm
 August 19, 2021 (Thursday) • 10.00am – 1.00pm

Claimable Under
 Scheme SBL-Khas
 Course No. 1000189939



WHO SHOULD ATTEND

- Chief Executive Officers, Managing Directors, General Managers
- Marketing / Social Media / Communication Managers and Executives

PARTICIPATION FEES

(Figures in RM)	Fee per pax	SST	Total per pax
FMM / GS1 member	660.00	39.60	699.60
Non-member	750.00	45.00	795.00

- 10% group discount for 3 persons or more from the same company.
- **This webinar is claimable from HRDCorp SBL-Khas Scheme.**

CONTRIBUTORS TO HRD CORP

- This event is organised by **Federation of Malaysian Manufacturers** (registration number: **007907X**)
- HRDCorp contributors are required to email the HRD Corp Grant Reference Number to FMM by August 16, 2021.
- If FMM could not claim participation fee from HRD Corp after the event (participant did not attend the event or with less than 75% attendance), FMM will issue invoice of the affected fee amount to the company.

ENQUIRIES

Contact: Ms. Kwai Kaun
 Tel: 03-6286 7200 (not available during MCO)
 Fax: 03-6274 1266 / 7288 (not available during MCO)
 E-mail: event@fmm.org.my

CLOSING DATE FOR REGISTRATION: August 16, 2021

Course Serial No.: 1000189939

FMM SST Registration No.: W10-1901-32000108

NON-CONTRIBUTORS TO HRD CORP

Invoice will be issued accordingly. Before the event, all confirmed participants need to **provide a Letter of Undertaking or an email** to ensure participation. Last-minute registration with payment will be admitted on space availability basis.

Payment methods

Payee name: **Federation of Malaysian Manufacturers**
 ROC: 007907-X or 196801000309

- 1) Cheque crossed **Account Payee Only**.
 (Invoice number on reverse side of cheque. Mail to address on invoice.)
- 2) Bank transfer to Malayan Banking Bhd.
 - Account no.: **5-14208-33076-8**
 - SWIFT code: **MBBEMYKL**
 (Email or fax bank-in slip to sandy@fmm.org.my / 03-6274 1266.)
- 3) JomPAY
 - Biller code: **20073**
 (Enter company name and invoice number.)

CANCELLATION / REPLACEMENT / NO-SHOW

Cancellation of participation and refund is not allowed.
 Replacement participant is accepted at no extra charges.

FMM reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If FMM decides to cancel or postpone the event, FMM will not be responsible for covering all costs incurred by participants. Participants who do not attend the event are liable for the full fee.

Register online: Zoom

Registration Guidelines

1. Please register online preferably using your company's email address.
2. For registration of more than one participant, please submit online registration for each participant with a different email address.
3. Every participant is required to attend both sessions of the webinar (total: 7 hours).

Day 1

August 18, 2021 (9.00am – 1.00pm)

Click <https://bit.ly/fmm18aug21>

Day 2

August 19, 2021 (10.00am – 1.00pm)

After receiving the registration for August 18, 2021 session, FMM will provide two confirmation emails via Zoom; one for each of the two sessions.

Technical Information

- Within 2 – 3 working days after registration, **two confirmation emails** will be sent to you, with the links to join the webinar. If you did not receive them, please contact: event@fmm.org.my.
- The Q&A function will be used for participants to engage with the speaker, rather than audio and video. So, be mindful of your **login name** as it will be seen by other participants.
- **Reminder emails** will be sent to you 1 week, then 1 day before the event and again 1 hour before it starts. As these are automated emails, you may need to check your junk mail box.
- You may join the webinar **15 minutes before the starting time**.
- FMM will **record the webinar** for future reference.
- Please ensure you have access to a laptop or computer with a working webcam and microphone as well as a **strong internet connection**.