



HRD Corp
Approved
Training
Provider

EVENTSMASTERY ASIA PACIFIC SDN BHD

🚩 *Synergising for Betterness* 🚩
Events . Training . Marketing . Publishing

CORPORATE PROFILE

EventsMastery Asia Pacific Sdn Bhd (201301015489 - 1045322M)
HRD Corp Registered Training Provider/ MOF: 357-0002309179
www.eventsmastery.com. Email info@eventsmastery.com

Introduction

Our vision is to productize and provide quality and useful informative contents to both corporations and individuals to help achieve higher work performance, increase productivity and to enhance their quality of life.

We do this by providing knowledge and skills enhancement programmes (events/products), either from our own research or in partnership with the contents owners (authors/speakers/trainers); leveraging on both online and offline technologies, including organising virtual or physical events (workshop, seminar, conferences), training & coaching sessions, elearning, books & publications and other infopreneuring products & solutions.

In the area of HRD & Training, we work strategically with contents subject experts to develop & package professional training, coaching & certification programmes and work with the content owners to bring such programmes to corporations and individuals.

Introduction

In the area of events promotion and management, we work with our clients to provide event management services for their events which may be a full-scale large virtual or physical exhibition & conference or a smaller scale event such as press conference, team building or training workshops. We also assist our strategic partners in niche industries to help manage and promote their programmes locally; niche industrial topics including airport management/operations, contact centre management, digital marketing/mobile app marketing, wellness programmes, etc.

Other than managing the training or promotional events, we also help them to productize their expertise contents into formats that can be shared, including books, training materials, elearning, online products through our publishing & infopreneuring division “Authorpreneur.Asia”.

Some of our current & past programmes/projects that we are involved in includes

- The 1st Virtual Conference for Women Executives / The 2021 PAs, Secretaries, APs Summit
- Association of Private Hospitals (APHM) International Healthcare Conference & Exhibition - *Event Management services*
- APHM-Artificial Intelligence in Healthcare Conference - *Event Management services*
- Malaysian Society of Ophthalmology (MSO) – Joint event with Singapore Society of Ophthalmology (SSO) – *Event Management services*
- How to Manage Corporate Events Successfully/ IPMA, UK, Certified Events Manager - *Own programme*
- Master of Ceremonies/ IPMA, UK, Certified Master of Ceremonies – *Own programme*
- Events Management System (Leveraging on Social Media & Technologies for Successful Events)
- New Companies Act 2016 , Finance for Non-Finance Managers, Effective Budgeting and a range of other corporate training workshops
- IPMA UK Certificate in Digital Marketing Essentials and
- Series of digital marketing, business & publishing training programmes and others...

Some of the Programmes promoted for our Strategic Partners

- Invest Selangor Medic Expo
- Investing in Australia Seminar on behalf of Asia Access Group
- Smart Capital Funding on behalf of MasteryAsia
- The Certified Professional Trainers programme is promoted on behalf of MasteryAsia/Quest
- Internet Marketing topics (online & offline training programmes) on with ClickEvents/World Internet Academy
- Series of Wellness talks (SAB, Peace Clinic, Medical Qigong, Chiropractic, Cancer Management, etc)
- And many others

Some of the Programmes representing International Partners previously managed by us locally

- Partner: Airports Council International (ACI)
 - Certificate in Airside Operations
 - Certificate in Terminal and Landside Operations
 - Certificate In Airport Business Operations
- Partner: International Customer Management Institute (ICMI) - Contact Center Management Certification Program

Some of the Past Programmes, Conferences and Events that we were involved with in events management:

- Internal Corporate Staff Annual Trips/ Team Building/ Family Day/ Sports Day Events ranging from 50 pax - 300 pax companies - Events management & coordination
- Global Brand Forum(GBF) – Registration management
- World Capital Market Symposium – Registration management
- Philips (Malaysia) – Roadshow
- Caltex (Singapore) – Roadshow
- Nestle (Malaysia) - sales launch, dealers' events
- Protemp Boat show - conference management
- APHM Conference/Exhibition – event management
- MSJOC Congress – event management
- Promote/social media marketing for series of talks, preview and events
- Quest/MasteryAsia Group series of events (events management) including
 - *The Malaysian Secretaries Conference*
 - *Human Resources Development Conference*
 - *Total Customer Satisfaction Conference*
 - *The Women Executive Conference*
 - *eLearning Conference*
 - *The Asia Wealth Conference*
 - *The Asia MLM Conference*
 - *Money Mastery program/bootcamp*
 - *Trainers Program*
- Other events for leading speakers including John C Maxwell, Burke Hedges, Jerry Clark, etc

In-company training/ Keynote speakers

Besides public programmes, we can also provide in-company training and elearning programmes adapted to your organisation. We can also help you source for the right speakers/trainers and the right learning programme that fits your training needs.

SOME OF OUR IN-HOUSE CLIENTS INCLUDE:

- SAFRA (SG)
- HRDF (PSMB)
- INSKEN
- QSR BRANDS
- AMWAY
- POLITEKNIK IBRAHIM SULTAN
- SCOPE INTERNATIONAL (STANDARD CHARTERED BANK GROUP)
- AVON
- UNIVERSITI TEKNOLOGI PETRONAS (UTP)
- And many others

CONTACT US FOR A PRELIMINARY
DISCUSSION ON YOUR CORPORATE NEEDS:

EventsMastery Asia Pacific Sdn Bhd

Email: info@eventsmastery.com

Call/Text: +6017-8668522

Biz Whatsapp: +6012-3508668

Facebook.com/eventsmastery

Some of our Key Team Members & Associate Partners/Trainers



Azah Yazmin Yusof, Course Facilitator, Lawyer/ TV Personality/ Workshop Facilitator/ Master of Ceremony/ Counsellor/ Trainer -Azah is the TV host for 3R : Respect, Relax, Respond - TV3, 159 Hak Anda - Astro, Be Trendy- TV2 and has been the Master of Ceremony (MC) for many major events including for Tun Mahathir's Birthday Dinner and Pink Triangle - World AIDS Day. Azah has also acted in Impian Ilyana, Gol & Gincu; Sadiq & Co and Ghost I & II. Azah has been involved in many events and will share with us from her many experiences as emcee and event organiser. She will also share with us on the roles & responsibilities of the "Emcee", how to select and work effectively with the Emcee and some basic protocols for your events.

Shirley Leong, Certified Professional Trainer, Certified DISC Trainer (Wiley), Certified Master Performance Coach, ICF and Certified Mental Toughness, has been in training and development industry for over 15 years, Malaysia, China, Singapore and Hong Kong, helping all kinds of organizations in learning development, training system, innovation in learning, talent developments etc projects. She specialize from diagnosing business challenges, leveraging resources, organizational development to providing targeted solutions. Some of the clientele that she has served includes of Solvay, Carrefour Global Sourcing, Chow Sang Sang, Konecranes, Schneider Electric, Saint Gobain Research, Auchan etc. She is well versed in all kinds of business environments. She loves learning, not only in her professional career, also very enthusiastic in personal wellness and mental well-being, she believes learning is her lifelong homework.



Joelynne Chong- Certified Professional Trainer with more than 20 years of sales and marketing experience and well verse in the area of Events Management & Human Resource Development. She held various sales and marketing positions including Promotions Manager of a female magazine, Event Manager for conferences, and also Sales Director of an eLearning company. Joelynne was also a Country Manager of a training business in Shanghai, China.

Some of our Key Team Members & Associate Partners/Trainers



Samantha Chiang, **Event Manager & Trainer** with 28 years experience in marketing, advertising and event management with senior corporate management positions. Sam is a professional trainer with IPMA, UK qualification and her Critical Success Factor is experiential marketing. Prior to this she operates her own marketing and event management company, provides marketing and event management consultancy to many corporate organizations. Sam applied traditional, integrated marketing communications methodologies to her past marketing works and recently practicing and applying experiential marketing methodologies to her present consultation works.

Shum FP—**Trainer, Author, Certified Event Manager & Founder of EventsMastery**, has been involved in many events including Caltex roadshow, Singapore; Nestomalt internal sales launch; Philips consumer roadshow; the 1st Association of Private Hospitals (APHM) conference and exhibition, International Boat Show Conference and many more. She developed a 2-day workshop, certification course, complete with manual, CDs and booklet for events management.

Shum also co-authored "Managing & Marketing Successful Events" & developed "The 5W2H Approach to Events Management" CD. She writes for the "Corporate Events" Magazine and has been featured in "Malaysian Business". Shum works with clients, event managers & associates on event projects and she also offers digital marketing & infopreneuring (publishing services) for corporates/individuals. She has helped many individuals to publish their books and also help companies to promote their products & services using digital marketing.



Some of our Associate Partners/Trainers

Jerome Joseph, International Brand Consultant, has produced world class event experiences for his clients using a combination of branding tools such as Event identity design, Brand Strategy and Strategic Brand Communication. Jerome is able to provide strategic counsel on Event Management combining a strategic mindset that integrates a flow of research, strategy, design, communications & experiences to create that distinctive Brand Experience for his clients. Some of Jerome's impressive portfolio of clients include Microsoft, Starhub, Singtel, Dell, Nokia, Singapore Government, Standard Chartered Bank and many more. He is the author of 5 best-selling books and is a part of the National Speakers Association of America and The International Speakers Federation and has also conducted public workshops around Asia and US on various topics focusing on Branded Customer Experiences, Internal Branding, Employer Branding and Brand Strategy.



June Foo, Professional Trainer & Project Manager has over 14 years of experience working for renowned multinational companies in Singapore. She is a big advocate of using project management methods & processes to help her audience to manage their events even more successfully. As an accomplished project manager, she handled multi-million dollar engineering projects and enjoyed organizing international conferences & corporate events within Singapore. June is both a Certified Professional Trainer from IPMA, UK and a certified Project Management Professional (PMP®) from Project Management Institute (PMI), USA.



Some of our Associate Partners/Trainers



Louisa Chan, has worked with multinational consulting firms as IT Consultant and Implementation Project Manager (using PeopleSoft, Oracles) in Asia Pacific region for banking & finance verticals, telecommunications, FMCG, logistics & GLCs. She headed the Malaysian team in Sydney (PeopleSoft) & with an outsourcing company (Payroll outsourcing centre) in the Dalian software park that services clients in China, Korea and Japan.

Now, Louisa has started her own business, offering online marketing coaching as well as on-demand video based training. She has been featured on RTM1, RTM2, Sin Chew Daily, BFM (Content Marketing) and her online Business Building Training courses were accredited by the Australian National Educational Council for AAMT members. Her articles on Social Media have been published globally and in subscription-based digital magazines. She is the author of "Teach Online: Multiply Your Talents and Make a Difference with Your Heart-Centered Business".

Alexander Ang, was an Executive Vice President –Digital Marketing of a leading training & marketing company with experience in leading, coaching and managing a team of Gen-X, Gen-Y, Millennials and Gen-Z before moving on to be an independent trainer/consultant. He has been working with companies to improve their Digital Marketing areas for the past 7 years, in areas including CopyWriting, Email marketing, Facebook marketing, Sales Funnel, Website design - Wordpress, Webinars, Content marketing, Video marketing, Marketing Strategy, Events and others. Graduated with Bachelor of Degree in Environmental Science Management, University of Malaya, he is also a Certified Yamaha Education System Instructor Certified NLP Practitioner (ABNLP) Certified NLP Coach (ABNLP) Certified Timeline Therapy (ABNLP) . He is a member of Digital Marketing Institute, BNI Business Network International & ToastMasters Klang.



Some of our Associate Partners/Trainers



Shanneez Chng founded Online Leverage in 2010, a digital marketing agency specializing in digital marketing and also organizing education and training programs in the field of internet marketing. Shanneez is the key technical trainer in all of the company's programs, and is responsible for the preparation of step-by-step instruction training manuals as well as conducting live hands on training on Sales Funnel, YouTube Marketing, WordPress, E-Commerce, Search Engine Optimization (SEO), Google AdWords, Facebook Marketing, Domain and Hosting, Affiliate Marketing, Email Marketing, Task Automation etc. She has attained his Advance Search Engine Optimization Certification from Asia Search Engine Academy, the World's largest hands-on SEO training academy, licensed by the Search Engine Workshops USA.

James Leong, A Director & Consultant with 10 years of building, managing and leading successful teams in education & training, financial services, digital marketing and advertising space. He is a HRDF/PSMB certified trainer, has been awarded designation of CERTIFIED FINANCIAL PLANNER™ (CFP™) by the Financial Planning Association of Malaysia since 2011. Through his passion in new digital technologies, he has also obtained his Certification in Advanced Search Engine Marketing Strategies certified by Search Engine Workshops from the United States of America. Some of his past experience includes investment management for Phillip Capital Management Sdn. Bhd, Treasure Fx Advisor (Alliance Bank), SEO & PPC Specialist for Consider Digital Sdn. Bhd, Digital Marketing Strategist for Shock Media Studio and others.



Some of our events and activities... (seminars, workshops)



Some of our events and activities... (virtual live events)

Women Executives - Come Join Us 3 - 5 June 2021
19 Prominent Speakers in One Virtual LIVE Event
More than 15 Virtual Sponsors Booths with goodies!
 - Learn, Connect, Share, Network, Fun -
<https://virtual.eventsmastery.com> **This Conference is HRDCorp Claimable**



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Building Your Resilience during Disruption!
 Stay strong - Manage Change
 And keep your sense of humor



ASIAN WOMEN EXECUTIVES COACHING

Hot Tips on Managing & Emceeing Virtual Events or Meetings for your Company

Joelynn, Azah, Samantha & Shum

<https://virtual.eventsmastery.com>

STRICTLY NO RECORDING OF THE SESSION IS ALLOWED BY NON-ORGANISER



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Some of our events and activities... (conferences, exhibitions and others...)



CONTACT US TODAY FOR AN ENRICHING EXPERIENCE FOR YOUR STAFF OR PERSONAL DEVELOPMENT.

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