



37th ARTDO International Leadership & HRD Conference

Leadership Focus – People Development for Peak Performance

27 - 29 July 2010, Palace Of The Golden Horses, Kuala Lumpur, Malaysia

CONFERENCE PATRON

Yang Berhormat Dato' Sri Mustapa Mohamed,
Minister of International Trade and Industry, Malaysia

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Institute of Training & Development (ITD)
Malaysian Institute of Training & Development (MITD)

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As President of ARTDO International, it is my most pleasant duty and privilege to extend to all of you a very warm welcome to the 37th ARTDO International Leadership & HRD Conference held in Kuala Lumpur, Malaysia.

ARTDO has grown from a modest-sized organization into a world-class international entity with member organizations in 30 countries since its founding in 1974. The founding fathers of ARTDO recognized that the effective management, training and development of a nation's human resources were the vital keys to sustain growth and prosperity.

The conference theme "Leadership Focus – People Development for Peak Performance" takes that original vision one step further. Leadership focus is vital in an organization, it determines the long term survival and direction of an organization by motivating and developing our workforce to achieve peak performance in order to survive in this competitive environment.

The meeting of many great minds in this international conference is a golden opportunity to share and exchange experience, insights, skills and knowledge. Since Leadership and HRD issues are seldom simple and straightforward, it is only through such diverse interaction that we can achieve greater understanding, find reliable answers and set new goals and directions.

I am confident that you will find the 37th ARTDO International Conference productive and well remembered for many years to come.

Best regards

Dr. Peter Chee, MSc (Leicester, UK), DBA UniSA (Australia)
PRESIDENT, ARTDO INTERNATIONAL
President & CEO, Institute of Training & Development (ITD)

*"We are made wise not by the recollections of our past
but by the responsibility for our future"*

- George Bernard Shaw

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ABOUT ARTDO INTERNATIONAL

ARTDO International organization was founded in 1974 as a global reach international umbrella body comprising national organizations, training and education institutions, HRD practitioners and Multi-National companies from over 30 countries. Based in Asia with its Secretariat in Manila, Philippines ARTDO International organizes a major International Management and HRD Conference annually and awards an ARTDO International Award to Outstanding Contributors to HRD (Organisation and Individual Category). It also publishes the "HRD Focus" which is a quarterly newsletter dealing with the latest management and HRD issues and occasional papers on best practices.

- Assists in the formation and growth of training and development organization internationally
- Co-operates with international organizations and with private and government institutions working in the field of human resource development
- Encourages and sponsors research and publications designed to meet the training and development needs
- Serves as a resource centre for Asian and Pacific training and development

LEADERSHIP FOCUS – PEOPLE DEVELOPMENT FOR PEAK PERFORMANCE

Welcome Participants and Presenters to the 37th ARTDO International Management and HRD Conference scheduled to be held from 27th to 29th July 2010 in the cosmopolitan and beautiful city of Kuala Lumpur.

This conference brings together CEOs, Leaders, Managers, HR Professionals and Practitioners from both public and private sector organizations.

3 good reasons for you to join us for this annual event

- **Extend your network:** Networking can be one of the most important assets. Be a part of the ARTDO International Network
- **Build competencies:** Great opportunity to meet and listen to more than 30 plenary and workshop presenters to help you understand the latest developments in Leadership and the HRD world.
- **Learn what's REALLY happening in the HRD world:** Find out what are some of the Best Practices in the private and public sectors.

It is only through leadership focus - specifically on developing people that will enable organizations to achieve their peak performance and sustain themselves in today's competitive environment.

Leadership and Human Resource Development continues to be key to long-term sustainability and when organizations invest and leaders focus on developing their people, performance is sure to follow.

We have lined up a list of outstanding speakers who will share strategies, insights, ideas, processes and tools on key issues on this topic.

- What does it take to create a high performance culture?
- The role of leadership in leading people to perform
- What role can HR play to focus on people and performance?
- What can organizations do to manage people and performance?
- Managing Performance and People using KPI
- Performance Management System and its effectiveness
- Bridging Performance Gaps: Individual Development Plans
- Best organizational practices to link people with performance
- Developing Leaders; Leadership & Succession Planning
- Human Capital and Talent Management
- Assessing the Performance Gaps: Using HPI tools
- Role of Senior Leadership in Human Resource Development

If you want to take your organization to the next level, come join us to find out what is happening in the leadership & HRD arena.



WHO SHOULD ATTEND

This conference will be of benefit to:

- Chief Executive Officers/Directors
- Human Resource Directors/Managers/Executives
- Human Resource Development Professionals/Practitioners
- Directors of Training Institutions
- Training Managers/Executives
- Training and Development Consultants
- Trainers/Instructors/Facilitators
- Organization and Management Development Specialists
- Government Officials/Executives in HR Development/ Training
- Managers/Executives in the public and private sectors interested in and dealing with HRD issues
- Lecturers at Colleges/University
- College/University Students



CONFERENCE SCHEDULE

TIME	27 JULY 2010 (TUESDAY)	DAY 1
9:00 am	Registration Commences	
1:00 pm to 2:00 pm	Lunch with Board Members	
2:00 pm to 4:00 pm	ARTDO International Board Meeting	
2:00 pm to 5:00 pm	Kuala Lumpur City Tour	
7:00 pm to 10:30 pm	Welcoming Dinner at the Hotel Ballroom	
TIME	28 JULY 2010 (WEDNESDAY)	DAY 2
8:00 am to 9:00 am	Tea & Coffee	
9:00 am to 10:15 am	OPENING CEREMONY <ul style="list-style-type: none"> • WELCOME SPEECH by Dr. Peter Chee, President, ARTDO International & Conference Organizing Chairman • SPEECH and OFFICIAL OPENING CEREMONY by Guest of Honour • Presentation of 2010 ARTDO International Management & HRD Awards to <ol style="list-style-type: none"> 1) The University Atma Jaya Continuing Education (Organisation Category), Indonesia 2) Mr. Muliana Sukardi (Individual Category), Indonesia 	
10:15 am to 10:45 am	Tea Reception	
10:45 am to 11:30 am	KEYNOTE: DR. DONALD FORD, President, Training Education Management, LLC and Facilitator, Human Performance Improvement, ASTD (USA) Topic: Leadership Focus-People Development For Peak Performance Chairperson: Dr. Peter Chee, President, ARTDO International	
*Session in English		
11:30 am to 12:15 pm	PLENARY 1: DR. LYNDON JONES, Founder Chairman, Association of Business Executives (UK) Topic: Improving Performance with Effective Time Management Chairperson: Prof. Dr. Vinayshil Gautam, Indian Institute of Technology (IIT, Delhi, India)	
*Session in English		
12:15 pm to 1:00 pm	PLENARY 2: DR. TANVI GAUTAM, Researcher, Virginia Commonwealth University (USA) Topic: Rethinking Leadership and the Future of Work: Trends, Challenges and Opportunities Chairperson: Dato' Dr. Toh Kin Woon, Immediate Past President, ARTDO International	
*Session in English		
1:00 pm to 2:00 pm	LUNCH	
2:00 pm to 2:45 pm	PLENARY 3: DR. ATIF ABDELMAJED ABDELRAHMAN AHMED, Regional Director, Arab Regional Office, World Scout Bureau – (Arab Region & North Africa) Topic: Emergency Preparedness & Disaster Management Chairperson: Les Pickett, Past President, ARTDO International (Australia)	
*Session in English		
2:45 pm to 3:30 pm	PLENARY 4: PHILIP TAN (MALAYSIA) Topic: The Will and Winning Mindset of Leaders Chairperson: Rita Goh, Regional Director, ARTDO International (ASEAN)	
*Session in English		
3:30 pm to 4:00 pm	TEA BREAK	
4:00 pm to 4:45 pm	PLENARY 5: ROGER COLLANTES, Regional Director, Citibank (Singapore) Topic: Thriving in Crisis and Challenging Times Chairperson: Arthur Luis P. Florentin, Senior Vice President, ARTDO International (Philippines)	
*Session in English		
4:45 pm to 5:30 pm	CONCURRENT SESSION (A) A1: LEE SUNG-HSIEN, Vice Chairperson, Civil Service Protection and Training Commission (Taiwan, ROC) Topic: Public Sector Human Resource Development in the Republic of China (Taiwan) Chairperson: Prof. Dr. Irving Huang, Associate Professor, Dept. of Public Administration, Tamkang University (Taiwan, ROC)	
(*Session in Mandarin)		
*Session in English	A2: DR. MOHD EFFENDY RAJAB, Executive Director, The Singapore Scout Association (Singapore) Topic: Effective Leadership in a Voluntary Organisation Chairperson: Dr. Low Hun Seng, Director, ITD (Malaysia)	
*Session in English		
*Session in English	A3: ISA ABDULLA BU-ALI, Admin & Personnel Manager, NASS Group (Bahrain) Topic: A Leadership Style "A Journey of Success" From Tea Boy to the Chairmanship of a Group of Companies Chairperson: Muliana Sukardi, Honorary Advisor, ARTDO International	
*Session in English		
(*Session in Arabic)	A4: DR. PENELOPE HOOD, Principal Lecturer, Ashcroft International Business School, Anglia Ruskin University (United Kingdom) Topic: Continuing Professional Development for Senior Executives Chairperson: Serey Alcaraz, Past President, Philippine Society For Training and Development (PSTD)	
	A5: REFAAT MOHAMED EL SEBAI, Director, Leadership Development and Educational Laboratory Scout Arab Scout Office (Secretariat of the Arab Scout Organization) Topic: Developing Youth Leaders for the Future – The Arab Regional Scouts Experience Chairperson: Isa Abdulla Bu-Ali, Past Secretary General, Bahrain Society for Training and Development (Bahrain)	
6:30 pm	Free Night For Participants to Network	
TIME	29 JULY 2010 (THURSDAY)	DAY 3
8:00 am to 8:45 am	PLENARY 6: PROF. DR. VINAYSHIL GAUTAM, Indian Institute of Technology (IIT, Delhi, India) Topic: Pervasive Leadership in Action – The Use and Abuse of Role Models Communication Chairperson: Les Pickett, Past President, ARTDO International (Australia)	
*Session in English		
8:45 am to 9:30 am	PLENARY 7: PROF. DR. CHIRA HONGLADAROM, Secretary General, Foundation for International Human Resource Development & Lead Shepherd, APEC HRD Working Group (Thailand) Topic: Leadership-Happiness, Creativity, Innovation and Learning Culture Chairperson: Dr. Peter Chee, President & CEO, ITD Group	
*Session in English		
9:30 am to 10:15 am	PLENARY 8: PROF. ZAINAL ARIFFIN AHMAD, Head, Human Development Lab, Graduate School of Business, Universiti Sains Malaysia (Malaysia) Topic: Unleashing Human Potential to the Fullest Chairperson: Arthur Luis P. Florentin, Past President, Philippine Society For Training and Development (PSTD)	
*Session in English		

10:15 am to 10:45 am	TEA BREAK
10:45 am to 11:30 am (*Session in Mandarin)	CONCURRENT SESSION (B) B1: WANG JU-HSUAN, Minister, Council of Labor Affairs, Executive Yuan, ROC (Taiwan) Topic: Enhancing Competitiveness of Labor Forces Through Talent Investment Strategies in the Republic of China (Taiwan) Chairperson: Prof. Dr Irving Huang, Associate Professor, Dept. of Public Administration, Tamkang University (Taiwan, ROC)
*Session in English	B2: SAN-QUEI LIN, Director General, Bureau of Employment and Vocational Training, Council of Labor Affairs, Executive Yuan, ROC (Taiwan, ROC) Topic: Development Strategies for Taiwan Labor Forces Chairperson: Lee Sung-Hsien, Vice Chairperson, Civil Service Protection and Training Commission (Taiwan, ROC)
*Session in English	B3: KOKO NAKAHARA, President, Instructional Design, Inc. (Japan) Topic: Leadership Challenge in Japan: Supporting Innovation Chairperson: Rita Goh, Director (International Liaison), ITD (Malaysia)
*Session in English	B4: MENCH DIOKNO, Founder & CEO, i-CLD Consulting Inc. (Philippines) Topic: Heart within Organizations Chairperson: Serey Alcaraz, Country Head, ITD (Philippines)
(*Session in Arabic)	B5: ISA ABDULLA BU-ALI, Admin & Personnel Manager, NASS Group (Bahrain) Topic: Problems of Healthcare in Financing in the Gulf Region with some emphasis on Health Insurance Chairperson: Ahmed M. Albanna, Chief People Officer, Gulf Air (Bahrain)
11:30 am to 12:15 pm *Session in English	CONCURRENT SESSION (C) C1: SHINYA YAMAMOTO, Prof. University of Tsukuba, Graduate School of Business Science and Partner, PricewaterhouseCoopers (Japan) Topic: Japanese Companies Struggling to Develop Global Leaders Chairperson: Les Pickett, Past President, ARTDO International (Australia)
*Session in English	C2: PROF. DR. IRVING HUANG, Associate Professor, Dept. of Public Administration, Tamkang University (Taiwan, ROC) Topic: Strategic Human Resource Development and Organisational Performance: An Empirical Study in Taiwan Chairperson: Rita Goh, Director (International Liaison), ITD (Malaysia)
*Session in English	C3: DORIS MARTIN, Graduate Development Manager, Ernst & Young (Bahrain) Topic: Learning from Experience: Accreditation of Ernst & Young Training & Development Program Chairperson: Dr. Low Hun Seng, Director, ITD (Malaysia)
*Session in English	C4: KHALID AL DOSSARY, Superintendent/Professional Training Division, Industrial Training Department, Training & Career Development, Saudi Aramco (Saudi Arabia) Topic: Unleashing Your Potential through Self Directed Teams: A Platform for Shifting to Learning Organisations Chairperson: Muliana Sukardi, Honorary Advisor, ARTDO International
(*Session in Arabic)	C5: DR. ATIF ABDELMAGEED ABDELRAHMAN AHMED Regional Director, Arab Regional Office, World Scout Bureau – (Arab Region & North Africa) Topic: Developing Future Leaders Chairperson: Refaat Mohamed El Sebai, Director, Leadership Development and Educational Laboratory Scout Arab Scout Office (Secretariat of the Arab Scout Organization)
(*Session in Mandarin)	C6: KHOR CHAI TIAN, Director AsiaEP Berhad (Malaysia) Topic: Leadership Quality Under The 1Malaysia Concept Perspective Chairperson: Lee Sung-Hsien, Vice Chairperson, Civil Service Protection and Training Commission & President Emeritus, Chinese Society for Training and Development (Taiwan, ROC)
12:15 pm to 1:00 pm *Session in English	PLENARY 9: AHMED M. ALBANNA, Chief People Officer, Gulf Air (Bahrain) Topic: Driving Performance through Effective Leadership Chairperson: Ali M. Dialdin, Former General Manager, Saudi Aramco (Saudi Arabia)
1:00 pm to 2:00 pm	LUNCH
2:00 pm to 2:45 pm *Session in English	PLENARY 10: CHRISTOPHER GOH, Global Director, Learning & Development, Agilent Technologies (Singapore) Topic: Designing and Delivering High Impact Leadership Development Programs Chairperson: Les Pickett, Past President, ARTDO International (Australia)
2:45pm to 3:30 pm *Session in English	PLENARY 11: SERELY ALCARAZ, Country Head, ITD (Philippines) Topic: Coaching For Peak Performance Chairperson: Arthur Luis P. Florentin, Consultant & Academic Adviser, MML Development Center (Philippines)
3:30 pm to 4:00 pm	TEA BREAK
4:00 pm to 5:30 pm *Session in English	CEO FORUM: LEADERSHIP FOCUS-PEOPLE DEVELOPMENT FOR PEAK PERFORMANCE PANEL OF SPEAKERS 1) PROF. DR. VINAYSHIL GAUTAM, Indian Institute of Technology (IIT, Delhi, India) 2) DATO' WONG SIEW HAI, Chairman, Malaysian American Electronics Industry (International) 3) AKHBAR MD THAYOOB, CEO Petlin (M) Sdn Bhd (Petronas Group) (Malaysia) 4) LES PICKETT, Past President, ARTDO International (Australia) 5) ARTHUR P. FLORENTIN, Consultant and Advisor for Academic Services, Meralco Mgt and Leadership Development Center (MMLDC) (Philippines) CHAIRMAN: Dato' Dr. Toh Kin Woon, Immediate Past President, ARTDO International & Senior Research Fellow, Socio-Economic & Environmental Research Institute (SERI) (Malaysia)
7:00 pm to 10:30 pm	37 TH ARTDO INTERNATIONAL CONFERENCE GALA DINNER AT THE HOTEL BALLROOM

POST-CONFERENCE WORKSHOP

TIME	30 JULY 2010 (FRIDAY)
8:30 am to 5:30 pm	Bottom-line Evaluation by DR. DONALD FORD (USA)

Note: This preliminary program contains information that was correct at the time of printing. Additions, changes and cancellations will undoubtedly occur before the conference takes place.

CV OF PRESENTERS AT THE 37TH ARTDO INTERNATIONAL CONFERENCE

DR. DONALD FORD (USA)

President, Training Education Management, LLC and Facilitator, Human Performance Improvement, ASTD (USA). Seasoned Human Resource Manager, Management Consultant and Educator with over 20 years of progressive experience in Training, Organization Development, Performance Improvement, Career Development, Employment, Education, International Business and challenging consulting/teaching assignments or leadership position with organizations dedicated to employee development and involvement.

PHILIP TAN (MALAYSIA)

A former CEO of a leading international organization that champions good governance and corporate responsibility. Tan usually speaks on leadership, success strategies, enterprise risk management and corporate governance. Tan draws his experience from being a member of academia to leading business organizations.

DR. TANVI GAUTAM (USA)

Researcher at Virginia Commonwealth University in the field of Human Resource Management with focus on issues of organizational learning; project management and leadership. She has taught at the University of Pittsburgh, Virginia Commonwealth University and University of Richmond. Her work has been presented at major national and international conferences. Prior to her teaching and research career she worked with Tata Consultancy Services (India's largest software consulting firm) and Arthur Andersen in the HR division. Dr. Gautam currently resides and teaches in Virginia (USA), and is doing research on the challenge of managing talent and cross-cultural collaboration in international teams.

DR. ATIF ABDELMAGEED ABDELRAHMAN AHMED (ARAB REGIONAL DIRECTOR WORLD SCOUT BUREAU)

Arab Regional Director of the World Organisation of Scout Movement, WHO consultant for Emergency and Humanitarian Action in Yemen in 2005, Parliamentarian, Member of the Sudan Transitional National Assembly-Parliament "Youth Representative" (1992-1996) and Chairman of the foreign relations committee of European & International Organisations Affairs (1996-2000). Medical Practitioner in Surgery, Omdurman Medical Corps (civilian doctor) 1992 and later part time medical practitioner till 2000. International Commissioner in scouting since June 2005. Actively involved in rescue operations, NGOs and leadership activities. Presented numerous papers at international conferences and workshops.

DR. LYNDON JONES (UK)

Founder Chairman of the Association of Business Executives, UK and Director of ARTDO International. He has extensive experience as a Consultant, Trainer and Team Leader, having worked in Western Europe, South East Asia, the USA and Africa. He is the author of a number of books and pamphlets and has had innumerable articles published in the UK and overseas journals and newspapers.

ROGER COLLANTES (SINGAPORE)

Roger is a seasoned training & development executive with more than 20 years experience in international training and global consulting. He is responsible for managing the learning and development strategy for Asia Pacific, covering 13 countries (including China, India and Australia) and serving the needs of some 27,000 officers and staff. He is also President of "Institute for Leadership Excellence and Accelerated Development" (I-LEAD), a consultancy and training company owned by Citibank, based in Shanghai, China.

LEE SUNG-HSIEN (TAIWAN, ROC)

Vice Chairperson, Civil Service Protection and Training Commission, President Emeritus, Chinese Society for Training and Development (CSTD) and Vice President, ARTDO International. He has served as Director General, National Civil Service Institute (NCSI). He has extensive working experience with the government. Mr. Lee published books and publication on Human Resource Development: T&D Theories and Applications, 2007 (in Chinese) and Meet the BOSS from Heaven, 2008 (in Chinese).

DR. MOHD EFFENDY RAJAB (SINGAPORE)

Executive Director, The Singapore Scout Association and Academic Programme Chair and Associate Lecturer cum Tutor, Business School, SIM University, Singapore. He was previously Director of Adult Resources (HRD), World Scout Bureau of the World Organization of the Scout Movement (WOSM), Geneva, Switzerland. He is a certified internal consultant for the People Developer Standard of the Productivity and Standards Board and a certified Behavioural Consultant for administering and interpreting the personality system instrument for use in consulting, training and general counseling. Received the Lifelong Learner Award from Ministry of Manpower in 2002 and Certified Competent in Training and Assessment of the advanced certification (ACTA) in November 2005, accredited by Singapore Workforce Development Agency.

ISA ABDULLA BU-ALI (BAHRAIN)

Admin & Personnel Manager, NASS Group. Previously, he was Consultant to World Bank, Washington DC, USA and World Health Organization, EMRO in Sana'a Yemen, Arab. Mr. Isa has also worked with the Ministry of Health and Ministry of Foreign Affairs in Manama, Bahrain. He has extensive educational and professional experience in planning, human resource, training and financial management with emphasis on budgeting, accounting, auditing, payroll, recruitment, administration and program evaluation.

DR. PENELOPE HOOD (UK)

Director, International Partnerships, Ashcroft International Business School, Anglia Ruskin University, UK, Consultant to the Association of Business Executives (ABE, UK), External Examiner for Greenwich University, External Assessor (Overseas Programmes), University of Derby, External Assessor, Chartered Manager Institute, External Assessor, Lim Kok Wing University, Malaysia and Visiting Academic Postgraduate Institute of Management, Sri Lanka. She has presented numerous papers at international conferences as well as publications.

REFAAT MOHAMED EL SEBAI (SECRETARIAT OF THE ARAB SCOUT ORGANIZATION)

Director of Leadership Development and Educational Laboratory Scout Arab Scout Office. He has participated actively in all activities of the secretariat of the Arab Scout Organization since 1992. Refaat has published articles and contributed to the Arab Scout magazines.

PROF. DR. VINAYSHIL GAUTAM (INDIA)

A Al-Sager Chair Professor, Management Department, Indian Institute of Technology, Delhi, India and Honorary Advisor of ARTDO International. Facilitated Management Development activities in Germany, UAE, Saudi Arabia, Malaysia and some of the finest organizations in India. He has addressed International audiences. He has been visiting faculty to universities such as Cambridge, Sussex, London, Brunel, Dominican. Dr. Gautam has served as the Founder Director of IIM(K), Leader consulting team IMM(Shillong); First head, Management Department IIT (D).

PROF. DR. CHIRA HONGLADAROM (THAILAND)

Secretary-General, Foundation for International Human Resource Development & Lead Shepherd, APEC HRD Working Group. At present he is also Chairman for Asia Pacific Consultants Ltd., Chairman for ASEAN-EC Management Board, Brunei and Chairman, Bangkok Metropolitan Advisory Board in Human Resource Development. Advisor to Siam Pulleys Industry Co. Ltd and Member, Executive Board, Suan Luang Rama IX Public Park Foundation. Prof. Dr. Hongladarom is also presenter of a monthly television program "Toward the 21st Century" and documentary "People First" on channel 11. He has also authored a book on HR Champion.

PROF. ZAINAL ARIFFIN AHMAD (MALAYSIA)

Heads the BRAIN (Business Research for Applied Innovations in Neurosciences) Lab, Graduate School of Business, Universiti Sains Malaysia. An active researcher, he has completed eleven national research projects to date and was recently appointed as a Visiting Research Fellow of the University of New South Wales. He is the recipient of the coveted Anugerah Akademik Negara (National Academic Award) for Teaching 2008 and the Universiti Sains Malaysia Outstanding Educators Award 2007. He serves as an advisor to the Electronic Manufacturing Services Benchmarking Council under The National Productivity Corporation.

WANG JU-HSUAN (TAIWAN, ROC)

Minister, Council of Labor Affairs, Executive Yuan, ROC (Taiwan). She was previously Member, Labor Pension Fund Supervisory Committee, Council of Labor Affairs of the Executive Yuan. Advisor to the Gender/Sexuality Rights Association Taiwan (2002-2008), Member of Commission on Human Rights, Office of the President (2004-2005), Member of Board of Supervisors, Public Television Service Foundation.

SAN-QUEI LIN (TAIWAN, ROC)

Director General, Bureau of Employment and Vocational Training, Council of Labor Affairs. He was previously Senior Secretary, Council of Labor Affairs, Executive Yuan, Deputy Director-General, Bureau of Employment and Vocational Training, Council of Labor Affairs, Executive Yuan and Director, Council of Labour Affairs, Executive Yuan.

KOKO NAKAHARA (JAPAN)

President of Instructional Design, Inc. a human resource development and organizational development consulting firm in Yokohama, Japan. Published a series of articles on Instructional Design and presented numerous papers at international conferences and seminars. She is a member of ROI Network, ASTD, HPI Certified Member and the Organisational Learning Study Group (Human Value Co.).

MENCH DIOKNO (PHILIPPINES)

Founder & CEO, i-CLD Consulting Inc. Mench's expertise is in relationship marketing, building intimate client relationships. She designs and delivers unique programs, tailor-fitted to the specific needs of each organization. Her fourteen years experiences in this field has gained her an understanding of the intricacies in company structure, giving her the ability to cultivate long-term client relationships. Currently she is Chairperson for Learning and Development, Organisation Development Professionals' Network (ODPN), member of Philippine Society for Training and Development and board member, One Nation Empowered Foundation.

SHINYA YAMAMOTO (JAPAN)

Professor, Graduate School of Business Science, University of Tsukuba where he teaches Human Resources Management and Partner for PricewaterhouseCoopers HRS K.K. Mr. Yamamoto also lectures Human Resources Management Basic and Advanced courses at Japan Society for Human Resources Management. He is a frequent speaker at conferences and seminars and has published papers in HR related magazines.

PROF. DR. IRVING HUANG (TAIWAN, ROC)

Associate Professor and Head, Department of Public Administration, Tamkang University, Advisor to the Mayor of Taipei City, Secretary General, Chinese Society for Training and Development (CSTD), Instructor at Government Training Agencies for National Civil Service Institute, Human Resource Development Institute, and Regional Civil Service Development Center. Prof. Huang is the Director of ARTDO International.

DORIS MARTIN (BAHRAIN)

Graduate Development Manager, Ernst & Young. She has previously worked for a variety of commercial and educational organizations, most recently as Director of student and alumni affairs at the AMA International University. Ms. Martin has extensive experience working with college counselors in the United States and Bahrain. She is a member of the Bahrain Society for Training and Development, International Training and Development and the Rotary Club Adliya.

KHALID AL DOSSARY (SAUDI ARABIA)

Superintendent/Professional Training Division Industrial Training Department & Career Development, Saudi Aramco. He has achieved a wide range of projects, namely, Self Directed Learning in Training/ESL: A stepping stone to a Learning Organisation/community workshop, restructured the professional English programs in Saudi Aramco and link it to HRD parameters as part of Transformation 2000 project, English for Internal Auditors Course. Designed and wrote the English Communication Skills for Islamic/Intercultural Awareness. Designed, wrote and facilitated the Effective English Communication via SDLT to the faculty staff at Girls Colleges of King Faisal University. Wrote Basic English for Security Guards (1414), published and used by the Royal Commission and by Jubail Industrial College.

KHOR CHAI TIAN (MALAYSIA)

Director, AsiaEP Berhad. At present owns a business consultancy firm providing business coaching and consultancy services for agro-business and manufacturing industries. He has more than 20 years of practical experiences in strategic management, international marketing and human resources development. He has presented numerous papers at international conferences and seminars. Mr. Khor is also a member of Human Resource Consultative Panel under the Malaysian Productivity Corporation.

AHMED M. ALBANNA (BAHRAIN)

Chief People Officer, Gulf Air. Previously he was Advisor to Government on Education Reform, Assistant Undersecretary for Training and Director of Manpower Development, Ministry of Labour and Social Affairs. He has extensive HR experiences in the field of oil, aviation and government agencies. He is currently one of the Vice Presidents of ARTDO International.

CHRISTOPHER GOH (SINGAPORE)

Director, Global Learning and Leadership Development at Agilent Technologies. His areas of specialization and interests are in designing and implementing strategies, systems and processes in the field of leadership development, performance management, succession planning, change management, coaching, mentoring, 360 feedback and competency modeling. He is a certified trainer for Ken Blanchard's "Situational Leadership II", Kouzes and Posner's "Leadership Challenge" program and "Crucial Conversations" by Patterson, Grenney and McMillan. Mr. Goh is also a professional trainer and speaker with Personal Development Leadership Management Corporation (PDL-MC).

SERELY ALCARAZ (PHILIPPINES)

Country Head of ITD Consulting Group, part of the Malaysian-based Institute of Training and Development Group, a leading multinational provider of business education, corporate training, professional competency development programs, business coaching and consulting services, as well as mega events and conferences in Asia Pacific.

DATO' WONG SIEW HAI (INTERNATIONAL)

Chairman of Malaysian American Electronics Industry (MAEI), Member of the Board of Governors of American Malaysian Chamber of Commerce (AMCHAM) and Member of the Board of Directors of MATRADE, MITI. He has vast experience in the electronics industry. His previous position with Intel was Vice President of Technology and Manufacturing Group (TMG) and General Manager of Assembly and Test Manufacturing (ATM), responsible for all assembly test factories worldwide. He was also the Vice President and Managing Director of Dell Asia-Pacific Customer Center.

AKBAR MD THAYOOB (MALAYSIA)

Akbar is currently the Chief Executive Officer, PETLIN (MALAYSIA) Sdn Bhd. He has vast experience in the petrochemical industry. He was previously Deputy General Director thereafter he was the General Director/Chief Executive Officer of Phu My Plastics & Chemicals Co. Ltd. (PMPC) in Vietnam. The PMPC project is an important venture for PETRONAS as it served as a beachhead for PETRONAS entry into Vietnam's petrochemical business as well as promoting PETRONAS as the key petrochemical player in the region.

LES PICKETT (AUSTRALIA)

Les Pickett is Partner Australasia and South East Asia for McBassi & Company and Chief Executive Pacific Rim Consulting Group. Held senior executive positions in general management, information technology, marketing and human resource management and is a Past President of ARTDO International. Member of the International Faculty of The Banking Academy, member of the International Advisory Board of the US based International Public Management Association for Human Resources and is one of the most experienced human resource professionals in the Asian region. He is Honorary Advisor to ARTDO International.

ARTHUR P. FLORENTIN (PHILIPPINES)

Consultant & Advisor for Academic Services, Meralco Management and Leadership Development Center (MMLDC). Retired Vice President of Meralco and was previously the Executive Director of the MML Development Center. His areas of expertise are learning and development, HR management, quality management and general management. Presently he is the Senior Vice-President of ARTDO International.



Bottom-line Evaluation: Measuring Results From Performance Improvement

*By Dr. Donald J. Ford, President, Training Education Management, LLC and
Facilitator, Human Performance Improvement, ASTD (USA)*

Description:

Evaluation is a critical component of human performance improvement and human resource development, especially in an era of tight budgets and increased accountability. This one-day course provides the theories, techniques and tools to conduct bottom-line evaluation, including measuring performance improvement, business impact and ROI. Learn about a cutting-edge Human Performance Improvement Evaluation model that is revolutionizing the field of evaluation.

Learning Objectives:

- Select evaluation models and designs that are best for measuring performance improvement interventions
- Use cutting-edge approaches to evaluate and measure performance improvement solutions to ensure the results your clients/organization expect
- Evaluate job performance, business results and return on investment
- Apply the HPI Evaluation Model to your own HPI projects



POST-CONFERENCE WORKSHOP

30 JULY 2010



Profile of Dr. Donald J. Ford

Donald J. Ford, Ph.D., C.P.T., is president and owner of Training Education Management LLC, a training and performance improvement consulting firm in Redondo Beach, California, USA. His consulting clients include: ASTD, Toyota, Nissan, Rockwell International, U.S. Marines Corps, Malaysian Institute of Training and Development, Egyptian Central Bank and Sempra Energy among others. He has worked in the field of human resource development for 23 years, including training management positions at Sempra Energy, Magnavox, Allied-Signal and Texas Instruments. For his clients, Dr. Ford has analyzed performance issues, conducted job task analyses, designed classroom, web-based and self-study training, conducted management seminars, managed human resource and human performance improvement projects and evaluated the results. He holds a B.A. and M.A. in history and a Ph.D. in education, all from UCLA. He has published 35 articles and four books on topics in training, education and business. His books include: *In Action: Designing Training Programs* (ASTD, 1996), and *Bottom-Line Training: Performance-based Results* (TEM, 2005).

Targeted Audience:

Management-level workers

Time:

8:30 am – 5:30 pm (Full day)

Course Outline:

- Introductions and Orientation
- Evaluation Models and Methods
- Exercise One – Evaluation Design
- Evaluating Performance
- Exercise Two – Measuring Performance Results
- Evaluating Business Results
- Calculating ROI
- Exercise Three – Measuring Business Results
- Exercise Four – Action Planning
- Conclusions and Next Steps



Kuala Lumpur



Join us at the 37th ARTDO International Leadership & HRD Conference 2010 in the capital of Malaysia, Kuala Lumpur - a progressive, cosmopolitan hub that is home to a host of national attractions that have become world-famous landmarks.

A multicultural hive of activity, this largest city in the country offers the best of tradition and culture amidst modern conveniences and top-notch infrastructure, where its unique heritage coexists with contemporary skyscrapers. From the latest in the arts scene to a thriving night life and shopping paradise, Kuala Lumpur presents a slice of diversity that makes it a truly unique experience for all.



REGISTRATION FORM

Please register me for the 37th ARTDO INTERNATIONAL Leadership & HRD Conference
(For multiple registrations, please make photocopies of this form.)

Prof/Dr/Mr/Mrs/Ms: _____ Mobile: _____

Position: _____ E-mail: _____

Company: _____ Telephone: _____ Fax: _____

Address: _____

State/Country: _____ Post Code: _____

PAYMENT DETAILS

Payments may be made by telegraphic transfer, bank deposit, bank draft or local check

Name of Account: MITD Sdn. Bhd.

Account Number: 730-110901-7

SWIFT Code: OCBCMYKL

Name of Bank: OCBC Bank (Malaysia) Berhad

Bank's Address: 36, Lebuhr Pantai, 10300 Penang, Malaysia

*Bank commission and other charges must be borne by participants.

or

Payment can also be made by credit card as follows:

Cardholder Name: _____

I wish to make payment by VISA/MASTER card and I authorize you to debit my account with the following amount of USD/RM _____

My Card Number: _____

Security Code: _____ (this is the last three digits on the signature strip on the back of the card)

Expiry Date: _____ (Month, Year)

Valid From: _____ (Month, Year)

Date: _____

Cardholder Signature:

REGISTER ME

Conference only USD/RM _____

Post-Conference Workshop only USD/RM _____

Special Rate - sign up for both events USD/RM _____

Accompanying Person USD/RM _____

Deposit for one night room rate for hotel reservation USD/RM _____

Total USD/RM _____

* Please note that fraudulent signature will be reported

HOTEL RESERVATION

Please reserve hotel room at the Palace Of The Golden Horses for me.

Room Type: _____

From _____ to _____, both dates inclusive. Number of room nights: _____

A deposit of one night's accommodation is required for confirmation of hotel reservation. Participants are expected to settle directly with the hotel for the expenses incurred on the remaining nights of accommodation and other personal expenses.

Name: _____ Sharing with (Name): _____

ARRIVE ETA: _____ Flight No.: _____ Date: _____

DEPART ETD: _____ Flight No.: _____ Date: _____

* Participation in the Kuala Lumpur City Tour
Date: 27 July 2010 Time: 2.00 pm to 5.00 pm
 Yes No

* Attending Welcoming Dinner
Hotel Ballroom, Palace Of The Golden Horses
Date: 27 July 2010 Time: 7.00 pm to 10.30 pm
 Yes No

* Attending Gala Dinner
Hotel Ballroom, Palace Of The Golden Horses
Date: 29 July 2010 Time: 7.00 pm to 10.30 pm
 Yes No

REGISTRATION & FEES

ARTDO INTERNATIONAL

Delegates Conference Fees & Post-Conference Workshop Rates are as follows:

- Group rate of 10 or more participants - 10% discount
- Group rate of 3 or more participants - 5% discount

Overseas Delegate	Conference Only 27 - 29 July 2010	Post-Conference Workshop Only 30 July 2010	Special Rate - Sign Up for Both Events 27 - 30 July 2010
Early Bird before 31 May 2010	USD690	USD410	USD1,050
Normal Rate	USD740	USD460	USD1,150
Accompanying person	USD250 to participate in the Opening Ceremony, Welcome Dinner, Farewell Dinner, Kuala Lumpur City Tour, two lunches & tea breaks except Plenary and Concurrent sessions		

Malaysian Delegate	Conference Only 27 - 29 July 2010	Post-Conference Workshop Only 30 July 2010	Special Rate - Sign Up for Both Events 27 - 30 July 2010
Early Bird before 31 May 2010	RM2,000	RM1,280	RM3,180
Normal Rate	RM2,200	RM1,440	RM3,540
Accompanying person	RM850 to participate in the Opening Ceremony, Welcome Dinner, Farewell Dinner, Kuala Lumpur City Tour, two lunches & tea breaks except Plenary and Concurrent sessions		

Closing Date

Registration encouraged by **30 June 2010**.

Cancellation

We regret that no refunds will be made for cancellations. However, you may send a representative to attend the conference. In the event that any of the advertised speakers, for reason outside the control of the Organizer, is unable to attend the conference, the Organizer reserves the right, without prior notice, to make alterations to the programs or find replacement speakers as it deems fit. Delegates will have no claim against the Organizer in respect of such alterations or replacements.

All Enquiries and Registration

All enquiries and registration of the conference are to be directed to:

37th ARTDO International Leadership & HRD Conference
Institute of Training and Development (ITD)
No.4 Weld Quay
P.O. Box 230, 10720 Penang, Malaysia
Tel: +604-262 0028 Fax: +604-262 0018
Mobile: +6012-421 9670 (Joan Khoo)
E-mail: mitdco@tm.net.my
tomchee@pd.jaring.my

Past & Future ARTDO International Conferences

- Manila 1974 • New Delhi 1975 • Canberra 1976 • Fiji 1977
- Ranchi, India 1978 • Manila 1979 • New Zealand 1980
- Kuala Lumpur 1981 • Hong Kong 1982 • Taipei 1983 • Sydney 1984
- Kuala Lumpur 1985 • Jakarta 1986 • Singapore 1987 • Macau 1988
- Bangkok 1989 • Penang 1990 • Manila 1991 • Taipei 1992
- Jakarta 1993 • Penang 1994 • Melbourne 1995 • Manila 1996
- Sarawak 1997 • New Delhi 1998 • Bali 1999 • Penang 2000
- Melbourne 2001 • Taipei 2002 • Macau 2003 • Penang 2004
- Manila 2005 • Bahrain 2006 • Bali 2007 • Cairo 2008 • Penang 2009
- Kuala Lumpur 2010 • Taipei, Taiwan 2011 • Cebu, Philippines 2012

Mode of registration

Conference Secretariat	Tel: +604-262 0028	Fax: +604-262 0018	E-mail: mitdco@tm.net.my	Mobile: +6012-421 9670 (Joan Khoo)
ITD Head Office	Tel: +604-262 5018	Fax: +604-262 0018	E-mail: tomchee@pd.jaring.my	
ITD Penang	Tel: +604-262 6720	Fax: +604-263 2905	E-mail: itdpg@itdworld.com	
ITD Kuala Lumpur	Tel: +603-6203 3880	Fax: +603-6203 3830	E-mail: itdtkl@itdworld.com	
ITD Thailand	Tel: +662-650 9324 to 8	Fax: +662-650 9329	E-mail: itdbkk@itdworld.com	
ITD Vietnam	Tel: +84-8 3932 0600	Fax: +84-8 3932 0681	E-mail: itdhcmc@itdworld.com	
ITD Philippines	Tel: +632-887 7428	Fax: +632-844 8874	E-mail: itdmanila@itdworld.com	
ITD Singapore	Tel: +65-6221 6700	-	E-mail: itdsg@itdworld.com	

Accommodation

Palace Of The Golden Horses, Kuala Lumpur, Selangor, Malaysia

Room Rates (Nett of all charges)

Room Rates	International	Malaysia
Single deluxe room with breakfast for 1 person	USD96	RM315
Double deluxe room with breakfast for 2 persons	USD103	RM335
Minister suite with breakfast	USD492	RM1600

GENERAL INFORMATION

ARTDO INTERNATIONAL Conference

Date: 27 - 29 July 2010

Venue: Palace Of The Golden Horses

Jalan Kuda Emas

Mines Resort City, 43300

Seri Kembangan, Selangor

Tel: +603-8946 4888 Fax: +603-8943 2666

For additional travel arrangements, please contact:

BMC TRAVEL SDN BHD

Tel: +603-2161 1448 Fax: +603-2161 1449

E-mail: jessica@bmctravel.com • paulyn@bmctravel.com

ARTDO INTERNATIONAL Website

<http://www.artdointernational.org>

ITD Website

<http://www.itdworld.com>