

BFM **ENTERPRISE** *breakaway* **2013**

24 September 2013
Sime Darby Convention Centre
www.bfm.my/breakaway

Brought to you by:

BFM **89.9**
The
Business
Station

BFM ENTERPRISE BREAKAWAY 2013

Calling entrepreneurs and business owners!

BFM Enterprise Breakaway 2013, the quintessential gathering for some of the brightest entrepreneurs in Malaysia will happen once again on the 24th September at the Sime Darby Convention Centre!

This annual conference and exhibition is the must-attend event for business owners looking to sharpen their entrepreneurial skills and benchmarking their entrepreneurial success so far.

What to expect this year

Do you plan for the year ahead? Do you draw up a marketing plan before you launch a new product? Do you have a social media plan when you create a Facebook page for your business?

There is a popular adage by Benjamin Franklin, "If you fail to plan, you are planning to fail." Entrepreneurs often jump in the deep end with their fingers crossed hoping that everything will work out fine. After many conversations with business owners, we learnt that they are sometimes so blindsided by day-to-day operations that they don't spend time planning. In fact, many entrepreneurs aren't even sure how to plan and what to plan. Hence, to help business owners make the most of planning, we have decided to revolve this year's conference around the theme of "Planning for Success!".

Successful leaders plan their business so this year, put on your thinking caps and get ready to plan your way to success!

YOU CALLED THE SHOTS THIS YEAR!

This year, entrepreneurs like you shaped the conference agenda! To ensure that the BFM Enterprise Breakaway stays relevant to your needs, we conducted a survey to find out what you want to see in this year's programme. You called the shots so we hope you enjoy the sessions this year and keep the feedback coming!

BFM connects businesses

BFM Enterprise Breakaway was conceived with the aim of taking entrepreneurs away from work for a day for peer-to-peer mentoring and sharing and for a chance to reflect upon where you are and what you can do better. More importantly, it is to draw inspiration from others, who like you have taken the road less travelled. At the heart of the Malaysian business community, BFM is the resource centre for all things business in the country.

Here's what you missed last year

The 2012 BFM Enterprise Breakaway was certainly a memorable one. The opening session was filled with laughs as we saw Mark Chang, Founder and CEO of JobStreet, charming the crowd with his honesty and humility and his wonderful sense of humor. And who can forget Tan Thiam Hock, Founder and Director of Alliance Cosmetics, in the closing session? Frank and outspoken, he was very candid about his business strategies in the highly competitive personal care market. Throughout the day, the heartfelt discussions not only engaged us, but more importantly, taught us a lot of valuable lessons about entrepreneurship. "Not a sleepy moment!" as an attendee aptly described.

Why you should attend

By Entrepreneurs, For Entrepreneurs: We ran a pre-event survey to ask you what you want to hear and the result is an agenda shaped by you! We believe that no one knows business and understand its challenges better than you so this year, you take control!

Breakaway and Reflect: Besides your usual networking and learning opportunities, the BFM Enterprise Breakaway also serves as a great way for you to gauge if you're on the right track, capitalise on the shared experiences and benchmark against your fellow entrepreneurs.

Learn from the Unsung Heroes: The BFM Enterprise Breakaway features a fresh lineup every year and this year is no different. We dug deep into our database of business owners previously interviewed on the Enterprise segment and uncovered some unsung entrepreneurial heroes for you. Great lessons and stories that you won't hear anywhere else!

GRILL MALEK

It's simple! You get a once-in-a-lifetime opportunity to grill Malek Ali, Managing Director of BFM, live on stage at the BFM Enterprise Breakaway 2013!

Conference Agenda

9.00 WELCOME ADDRESS

9.05 **Breakaway Grille: Ask Malek (Almost Anything)**

In this session, our very own Managing Director and Founder, Malek Ali, takes centre stage! We let you decide what you want to hear from him. He is a visionary entrepreneur, a freedom fighter and a family man. Whether you are keen to find out how he has grown the business, what his plans are for the future, how he copes with conflicts within the business or even how he achieves a work-life balance, this is your once-in-a-lifetime opportunity to ask him any burning questions you want answers to.

Malek Ali, Founder/Managing Director, BFM Media

9.30 **Being an Entrepreneur and Being a Leader: Importance of Knowing Where You Stand**

Entrepreneurs start companies but it is leaders who take businesses to the next level. Entrepreneurs are visionaries who turn ideas into businesses through sheer will and ambition. Leaders, on the other hand, succeed by influencing and directing the people around him to accomplish the goal. Business owners may be brilliant entrepreneurs but they may not be effective leaders. Find out where you stand because that can help you understand if you possess the leadership skills to grow the business, identify the right people to hire and even decide if you are the best person to lead your business. In this session, we examine:

- The difference between an entrepreneur and a leader
- The makings of an entrepreneurial leader
- How an entrepreneur can grow into a leadership role

Alvin Ung, Author, Barefoot Leadership

Mac Chung Lynn, Chief Executive Officer, Nando's Malaysia

Datuk Hazimah Zainuddin, Founder/Managing Director, Hyrax Oil

10.15 **Open Floor Discussion: Being an Entrepreneur and Being a Leader**

Q&A session facilitated by
Freda Liu, Presenter, Enterprise

10.45 COFFEE BREAK

11.15 **Marketing for Entrepreneurs: A Holistic Approach**

The internet has revolutionized our lives and changed the way we think to the extent that when businesses think about marketing, they instantly think digital. There are many ways to market your business and the internet is only one of many channels. Traditional marketing is still relevant and should have a place in your marketing plan. A holistic and cohesive approach to marketing that combines both online and offline elements is the best way forward and should prove to be more effective than any single platform. In this session, we learn how to:

- Develop a marketing strategy for your business
- Design, develop and implement a practical and effective marketing plan
- Implement and measure the effectiveness of your marketing campaign

Girish Menon, Chief Executive Officer, Group M

11.45 **OPEN FLOOR DISCUSSION: Marketing for Entrepreneurs: A Holistic Approach**

Q&A session facilitated by
Freda Liu, Presenter, Enterprise

12.15 NETWORKING LUNCH

14.00 **Planning for Growth? Taking a Page from the Giants**

Planning is a norm in multinationals but the lack of planning is characteristic of many entrepreneurs. Excuses range from not having the time or skills to carry it out, plans never get executed anyway or that planning is simply a waste of time. Businesses that plan their growth outperform those who don't

Conference Agenda (continued)

because they move towards their goal in a deliberate purposeful way. If you want your business to grow, you need to start planning for it. In this session, we get insights into why and how the corporate sector plans and we speak to business owners who planned their way to success.

Rick Ramli, Partner / Managing Director for Strategy & Sustainability, Boston Consulting Group

Lim Heng Choon, Founder, International Liquid Packaging Solutions

Dr. Soraya Ismail, Managing Director, Boost Juice

14.45 **OPEN FLOOR DISCUSSION: Planning for Growth? Taking a Page from the Giants**

Q&A session facilitated by
Freda Liu, Presenter, Enterprise

15.15 **Thriving Through Innovation: How to Become an Innovative Company**

The survival and growth of your business is highly dependent on your ability to innovate. Innovation is not just about designing a new product or service and is definitely not limited to the likes of Apple. Innovation is about improving efficiency, productivity and quality. Market changes, technological advancements and demographic shifts are some of the reasons why you need to reinvent your business to stay ahead of the curve. Businesses that fail to innovate risk losing market share, losing good staff and operating inefficiently. In this session, we find out the true meaning of business innovation and discover:

- How to gain market advantages through innovation
- How to create an innovative office culture
- What you need to do to become an innovative company

Kristine Oustrup, Chief Executive Officer, Business Innovation Culture

15.45 **OPEN FLOOR DISCUSSION: Thriving Through Innovation: How to Become an Innovative Company**

Q&A session facilitated by
Freda Liu, Presenter, Enterprise

16.15 **COFFEE BREAK**

16.45 **Failure as an Integral Part of Success: Lessons in Failure**

As entrepreneurs, we all aspire to be successful. "Fail" is a four-letter word that most of us avoid like a plague. We have heard many success stories, learnt many lessons from successful entrepreneurs and we have been inspired by those who have made it. Success is, however, not possible without failure. Delve just a little deeper and you'll find out that many business owners had probably experienced failure prior to their success. Even BFM's Managing Director, Malek Ali, had a failed venture before starting the radio station. There are many lessons to be learnt from failure so in this session, we speak to entrepreneurs who had failed, understand where they went wrong and most importantly, learn from their mistakes.

Patrick Grove,
Co-Founder /Group Chief Executive Officer,
Catcha Group

Chuah Choo Bin,
Co-Founder/ Executive Chairman, Pentamaster

Malek Ali, Founder/Managing Director, BFM Media

17.30 **OPEN FLOOR DISCUSSION: Failure as an Integral Part of Success: Lessons in Failure**

Q&A session facilitated by
Freda Liu, Presenter, Enterprise

18.00 **END OF BFM ENTERPRISE BREAKAWAY CONFERENCE 2013**

PARTNERSHIP & EXHIBITION OPPORTUNITIES

Since its inception in 2011, the BFM Enterprise Breakaway has had over a thousand entrepreneurs walk through its doors. The event has become THE meeting place for business owners and entrepreneurs where they come to share, learn and network. Heralded as an event that puts content at the forefront, the Breakaway has proven to be a catalyst for ideas and inspiration.

The Breakaway is back for a third consecutive year and is the perfect platform for vendors and service providers serious about showcasing and promoting their product and service offerings to Malaysian businesses. This year, participating partners and exhibitors will have the undivided attention of the 500 delegates who are expected to attend this year's conference and exhibition.

Partnership Packages

OVERALL EVENT SPONSORSHIP

Presenter
(maximum 1 only)

Co-Sponsor
(maximum 4 only)

Associate Sponsor
(maximum 8 only)

NETWORKING SPONSORSHIP

Cocktail Networking Sponsor
(maximum 1 only)

PREMIER BOOTH

9 square metres shell space for 1 day

Premier booth set-up includes:

- Partitions
- Single phase power outlet (1)
- Standard lighting with fascia board indicating exhibitor's name

BASIC BOOTH

9 square metres bare space for 1 day

Exhibitor need to appoint their own designers/ planners to build the booth

Contact Us

For sponsorship/exhibition opportunities, please contact:

Charles Peters — Tel: +603-2035 5900 / Email: charles@bfm.my

For registration and/or all other enquiries, please contact:

Wayn Shaun — Tel: +603-2035 5900 x 3217 / Email: events@bfm.my

Annie Wong — Tel: +603-2035 5900 x 3217 / Email: events@bfm.my

BFM is a 24 hour independent radio station focused on business news and current affairs. The station's core programmes span marketing, finance, technology and business productivity to raise the management proficiency of the Malaysian business community. BFM also offers other programmes that are of interest to their working professional audience, including health, culture, arts, music and property. BFM can be heard on frequency FM89.9 in Wilayah Persekutuan, Selangor, Negeri Sembilan and parts of Melaka.

Registration Form

Online registration (with payment by credit card) available at www.bfm.my/breakaway.

Alternatively, complete this form and fax to **+603-7629 7113** or email to **events@bfm.my** for manual processing.

REGISTRATION FEES PER DELEGATE (Please tick only one box)

Regular Rate RM **199** each

Group Rate (3 or more) RM **179** each

Special Rate (Discount Code: _____) RM _____ each

Each delegate must complete a separate registration form (including group registrations).

DELEGATE INFORMATION (Please type or write in block letters)

DR MR MRS MDM MS OTHERS

FULL NAME*
.....

IC NUMBER*
.....

EMAIL*
.....

MOBILE* ()
.....

SIGNATURE
.....

DATE
.....

* Compulsory fields. Must be completed. ** This form is not valid without a signature.

METHODS OF PAYMENT

(Please tick only one box)

- Credit card payment *NOT* available for offline registration.
- Full payment is required prior to the conference.
- We reserve the right to refuse admission if payment is not received on time.

BY CASH ONLY

FULL PAYMENT RECEIVED ON
.....

RECEIPT # ISSUED
.....

REGISTRATION DETAILS

BFM ENTERPRISE BREAKAWAY 2013

DATE: 24 September 2013 (Tuesday)

VENUE: Sime Darby Convention Centre

Fee includes admission to all BFM EB2013 activities and EB Showcase on the 24th September 2013, conference materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

HOW TO REGISTER?

Register online at www.bfm.my/breakaway. For manual processing, please complete the registration form for each delegate and send it to us:

By Fax: +603-7629 7113

By Email: events@bfm.my

By Mail: BFM Media Sdn Bhd

5,01 Wisma BU8, 11 Lebuhr Bandar Utama, 47800 Petaling Jaya, Selangor

FOR ENQUIRIES & GROUP REGISTRATION

Please contact Shaun

Tel: +603-2035 5900 x 3217 | Fax: +603-7629 7113

Email: events@bfm.my

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd.

TERMS AND CONDITIONS

- 1. Payment Terms:** Following completion and return of the registration form, full payment is required within 5 working days from receipt of invoice. PLEASE NOTE: Payment must be received 2 weeks prior to the event. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
- 2. Cancellation/Substitution:** Provided the total fee has been paid, substitutions are allowed 10 working days before the BFM Enterprise Breakaway 2013 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client. The conference fee will not be refunded, but can be credited to other products or services of BFM Media Sdn Bhd.
- 3. Copyright etc:** All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
- 4. Important note:** While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the program or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.
- 5. Governing law:** This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.