



Training Programme NO: 10001458365



My COID: 1443912X

# GLOBAL LEADERSHIP CONFERENCE AND WOMEN TOP50 PROFESSIONAL & CAREER WOMEN AWARDS 2024

*Transformative Leadership for Disruptive Times*

## PRE-CONFERENCE SEMINARS

### SEMINAR 5

4 NOVEMBER 2024

**Leading the Business :  
Business Digitization & AI Integration for Transformative Leaders**

IN ASSOCIATION WITH OUR PARTNER ORGANISATION



PERSEKUTUAN MAJIKAN-MAJIKAN MALAYSIA  
MALAYSIAN EMPLOYERS FEDERATION

#### CO-ORGANISER



#### STRATEGIC LEARNING PARTNERS

#### STRATEGIC PARTNERS



#### SUPPORTING PARTNERS



#### SUPPORTED BY



#### STRATEGIC MEDIA PARTNER



# SEMINAR OVERVIEW

AI has is the latest development in business digitization that is set to radically change the way we approach communication and interactions. With astonishing speed, it has been integrated into all levels of society and business. Considering its significant, it is important to make the optimum use of this new tool to improve business interactions at all levels within the company as well as with stakeholders and customers. This module leverages the knowledge and know-how of its two facilitators, each of which has successfully integrating AI into their existing business process and people systems to provide a significant boost to their productivity and bottom line profit. This seminar includes:

- Introduction to AI
- Importance of AI Integration
- Case Studies and Best Practices, based on own experience
- AI Tools and Technologies
- Ethical and Legal Considerations
- Change Management
- Practical Implementation Strategies
- Interactive seminars and Demonstrations
- Action Plan Development

By incorporating these components into the training module, managers can gain a comprehensive understanding of AI integration in business and be better equipped to utilize AI technology effectively to drive organizational growth and success.



**CHRISTINE STERK**  
CEO PULSIFI

Christine is an energised leader with 17 years' experience in start-ups, business leadership, sales and marketing. She has extensive, current C-suite network connections across South-East Asia. She has proven experience in developing teams and effective turn-key strategies. She is skilled in sales, publishing advertising, training, negotiating & public speaking. She founded Asia's first advertising distribution network that achieved a 90% market penetration within 5 years. In conjunction with this network, she connected 17,000 media and brands across Asia by rolling out the offer to China, India, Indonesia, Singapore, Thailand, Vietnam and Hong Kong.



**TIM HAYNES**  
CEO NeuroFrog

Tim has an impressive background in the digital business world, with extensive experience working with various well-known enterprises and partners. He has a strong focus on areas such as Platform Business Models, Digital Transformation, Customer Centricity, and Start-ups. Tim's current interests lie at the intersections of behavioural science, data science, and neuroscience, where he explores innovative solutions. He's also dedicated to sharing his knowledge through speaking engagements and publishing articles on various topics related to platforms, strategy, neuroscience, and customer journeys. As the CEO & Co-founder of Neurofrog, Tim leads a company that provides neuroscience-inspired solutions to organizations, enterprises, and governments, aiming to catalyse life-changing moments and enhance human potential for brighter futures.

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**TIME** : 9:00 AM TO 5:00 PM  
**VENUE** : UNIVERSITI KUALA LUMPUR (UNIKL)  
**FEE** : USD 300.00 / PAX (INTERNATIONAL)  
: RM 1450.00 / PAX (MALAYSIAN)  
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