

Fw: ChatGPT Strategic Planning , Social Media , Security Risk and Create Safe Workplace Masterclass

Rungkarn Pongpopithak <rungkarnpo@nu.ac.th>
ร่างจดหมาย

22 เมษายน 2568 เวลา 10:21







From: "alyssa@freshupskillstraininghq.com" <alyssa@freshupskillstraininghq.com>
Subject: ChatGPT Strategic Planning , Social Media , Security Risk and Create Safe Workplace Masterclass
Date: 11 April 2568 at 11:55:45 pm GMT+7
To: "alyssa@freshupskillstraininghq.com" <alyssa@freshupskillstraininghq.com>

คุณไม่ได้รับอีเมลจาก alyssa@freshupskillstraininghq.com ปอยนักร เรียนรู้ว่าเหตุใดสิ่งนี้จึงเป็นสิ่งสำคัญ

กองกลาง สำนักงานอธิการบดี
รับที่ 205730
วันที่ 23 เม.ย. 2568
เวลา 10:22 น.

กองพัฒนาภาษาและกิจการต่างประเทศ
มหาวิทยาลัยบูรพา
รับที่ 0497
วันที่ 22 เม.ย. 2568 เวลา 10:08 น.

เอกสารแนบ 6 ฉบับ

-  21-22 May - ChatGPT for Strategic Planning Leveraging AI for Smarter Decision Making_Melvyn Tan_Brochure.pdf
467K
-  21-22 May - Social Media Insights & Collaborations for Brand Success_Shinna Mitchell_Eugene (2).pdf
649K
-  8-9 May- Security Risk Management - Managing the rapidly evolving Risk Landscape_Eugene.pdf
503K
-  7-8 May Creating Safe Workplaces Building Confidence and Empowerment for Women Leading Teams_Rubyni_Brochure.pdf
703K
-  image001.png
105K
-  image004.png
179K

MZ Group ขอประชาสัมพันธ์การจัดอบรมเชิงปฏิบัติการ
จำนวน 4 กิจกรรมดังต่อไปนี้

1. Creating Save Workplaces: Building
Confidence and Empowerment for Women Leading
Teams ระหว่างวันที่ 7-8 พฤษภาคม 2568 ณ The Ritz-
Carlton, Kuala Lumpur, Malaysia

2. Security Risk Management the Rapidly
Evolving Risk Landscape ระหว่างวันที่ 8-9 พฤษภาคม
2568 ณ JW Marriott Hotel, Kuala Lumpur, Malaysia

3. ChatGPT for Strategic Planning: Leveraging AI
for Smarter Decision Making ระหว่างวันที่ 21-22
พฤษภาคม 2568 ณ JW Marriott Hotel, Kuala Lumpur,
Malaysia

4. Social Media Insights & Collaboration for
Brand Success ระหว่างวันที่ 21-22 พฤษภาคม 2568
ณ Pavilion Kuala Lumpur, Kuala Lumpur, Malaysia

ทั้งนี้ ผู้ที่สนใจสามารถศึกษารายละเอียดหลักสูตรได้ตาม
รายละเอียดเอกสารที่แนบท้ายมานี้ โดยมีค่าลงทะเบียนอบรม
หลักสูตรละ 3,500 ringgit มาเลเซีย ครอบคลุมอาหารเช้า, อาหาร
กลางวันแบบบุฟเฟต์และอาหารว่าง 2 มื้อ และ 3,998 ringgit
มาเลเซีย ครอบคลุมค่าที่พัก 1 คืน, อาหารกลางวันแบบบุฟเฟต์
และอาหารว่าง 2 มื้อ

จึงเรียนมาเพื่อโปรดพิจารณา และเห็นความชอบกองพัฒนา
ภาษาและกิจการต่างประเทศ เรียนแจ้งคณะและวิทยาลัย
เพื่อประชาสัมพันธ์ต่อไป

อ.กนกพร
22 เม.ย. 2568

ลงชื่อ 

(นางสาวเรณูงาม วงศ์บัณฑิต)

รักษาการในตำแหน่งหัวหน้างานบริการกิจการต่างประเทศ
รักษาการแทน ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ

วันที่ ๑๒ เม.ย. ๖๘



ลงชื่อ 

(ดร.พิสุทธิ อภิขยกุล)

รองอธิการบดีฝ่ายวิเทศสัมพันธ์และการถ่ายทอดเทคโนโลยี
ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนเรศวร

วันที่ 23/4/68

100% HRD Corp Claimable



MZ
GROUP

CREATING SAFE WORKPLACES:

Building Confidence and
Empowerment for Women
Leading Teams

Venue: The Ritz-Carlton, KL
Date: 7-8 May 2025
(2-day masterclass)

*Breakfast, hotel lunch buffet and
2 tea breaks included



9.5/10

average rating

Limited to 35 seats per class

Learning Outcomes

- Mastering Body Language, Voice, & Boundaries
- Building Empowered & Inclusive Team Cultures
- Recognizing & Addressing Workplace Harassment



Lead Trainer

Rubyni Karim



Founder & CEO
XfinitySG, Singapore Trainer



Local +60109154521 (Sebastian) / +60182000262 (Steven)
International +601111891485 (Sanshana)

UPCOMING *EVENTS*



FULLY HRD CORP CLAIMABLE

**3 INTERNATIONAL CONFERENCES
101 MASTERCLASS**

**SCAN QR FOR
full event calendar and
brochures**





Course Overview

Creating Safe Workplaces: Building Confidence and Empowerment for Women Leading Teams

This program equips women leaders with the skills to **create safe, empowering workplaces** while strengthening their leadership presence. Over two days, participants will learn to **navigate workplace dynamics, address harassment, and build psychological safety**. They'll develop **confidence in communication**, assertiveness, and team leadership. Through practical strategies and real-world applications, this course fosters inclusive, **high-performing teams**. By the end, attendees will have a clear roadmap for personal and professional growth.

LEARNING OUTCOMES

Key Takeaways

✚ **Understand workplace dynamics and create a safe environment**

Learn to navigate power structures and build a culture of trust and empowerment.

✚ **Recognize and address workplace harassment**

Identify harassment, understand reporting processes, and take action confidently.

✚ **Build confidence in communication and leadership**

Enhance assertiveness, body language, and vocal presence for stronger leadership.

✚ **Foster inclusive, high-performing teams**

Create a culture that values diversity, collaboration, and psychological safety.

✚ **Develop a personal leadership growth plan**

Set clear leadership goals and build a strategy for long-term success.

LEAD TRAINER

Rubyni Karun
(Singapore)



Rubyni Karun is a leadership development and communication expert who has been transforming corporate professionals into confident, impactful and influential leaders. With her unique blend of expertise in authentic confidence, executive presence, and strategic communication, she has guided numerous senior professionals and leaders globally.

As the facilitator Rubyni brings her signature approach of combining practical techniques with authentic professional development. Drawing from her extensive experience working with diverse leadership teams, she helps professionals navigate complex workplace dynamics while maintaining their authentic voice and presence.

Known for creating safe, engaging learning environments, Rubyni's workshops are characterized by their interactive nature and immediate practical application once participants return to the office. Her clients, ranging from multinational corporations to government agencies, consistently praise her ability to catalyze lasting behavioral change and boost professional confidence for all stakeholders. Rubyni's approach resonates particularly well with managers, team leads, and heads of departments, helping them elevate their leadership presence while staying true to their personal values and cultural context.



Course Outline – Day 1

Empowerment & awareness at the workplace

Remark: Please bring your laptop for the training to ensure a hands-on learning experience.

Time	Agenda – 7th May 2025
8:30 AM	Introduction & Networking
9:00 AM	Session 1: Understanding Workplace Dynamics Understand power structures – how do they impact you?
10:30 AM	Morning Tea Break
10:45 AM	Session 2: Building Psychological Safety – Rights and Taking Actions How to Read Your Audience, Influence Perceptions, and Deliver Messages That Resonate
1:00 PM	Lunch (Buffet)
2:00 PM	Session 3: Recognizing & Addressing Workplace Harassment, Bystander Intervention Strategies Identify, respond, and take action against harassment.
3:30 PM	Afternoon Tea Break
3:45 PM	Session 4: The Power of Feminine Leadership Leveraging empathy, influence, and confidence
5:00 PM	QnA and briefing for Day 2
5:30 PM	End of Day 1

Includes activities and reflections.

*Agenda is subjected to change without prior notice

*Training materials to be sent in soft copy two days before the event and in hard copy on the event day

Course Outline – Day 2

Leadership, Communication & Personal Growth

Time	Agenda – 8th May 2025
8:30 AM	Introduction & Networking
9:00 AM	Session 5: Crafting Your Professional Brand & Presence Build a strong, authentic presence that reflects your values, strengths, and career goals.
10:30 AM	Morning Tea Break
10:45 AM	Session 6: Confidence & Assertiveness Training– Mastering Body Language, Voice, & Boundaries Develop a confident communication style by mastering your posture, tone, and boundaries.
1:00 PM	Lunch (Buffet)
2:00 PM	Session 7: Building Empowered & Inclusive Team Cultures Learn strategies to foster collaboration, building a work environment where everyone feels valued and heard.
3:30 PM	Afternoon Tea Break
3:45 PM	Session 8: Designing Your Personal Growth & Leadership Roadmap Develop a practical plan to advance your skills and career with confidence.
5:00 PM	Conclusive Remarks
5:30 PM	End of Day 2

Includes activities and reflections.

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Past Attendees



CLIENTS WHO ATTENDED OUR PAST EVENTS



ABOUT MINDZALLERA

Mindzallera is a young and vibrant company that aims to provide top quality, best training programs and conferences to corporate and businesses in Malaysia. We are HRDF-approved and recognize the human element in the development of any business. Our company will embark on this journey together as we provide the best training program, locally and overseas, with the best price in town to be delivered to the company's staff. Progression in each of these training programs will be our milestone of achievement and will move the business and staff's capability to higher heights.



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OUR MILESTONE

10,300+

DELEGATES SINCE 2021

396+

CONDUCTED EVENTS

920+

COMPANIES PARTICIPATED

REGISTRATION FORM

CREATING SAFE WORKPLACES: BUILDING CONFIDENCE AND EMPOWERMENT FOR WOMEN LEADING TEAMS

7-8 MAY 2025

WORKSHOP FEES

- ☐ **RM3500 per pax** (without hotel accommodation)
- ☐ **RM3998 per pax** (including ONE (1) night hotel accommodation- corporate rate for participants)

PRICES ARE INCLUSIVE OF 8% SST



HRDC CLAIMABLE
(SBL - KHAS)
MYCOID: 1407250T

VENUE

**THE RITZ-CARLTON,
KUALA LUMPUR**

METHOD OF PAYMENT

Payable by Cheque to: **Fresh Upskills Training Sdn Bhd**

Bank Transfer:

Payment by bank transfer should be made to:

HONG LEONG BANK

Ground Floor(Lot G3), Menara Raja Laut,
No, 288, Jalan Raja Laut, 50400 Kuala Lumpur

Account Name : **Fresh Upskills Training Sdn Bhd**

Account No : **331 000 774 59**

Swift Code : **HLBBMYKL**

2 EASY WAYS TO REGISTER

By email : registration@mindzallera.com

(Email your scanned Registration Form)

By Post : 33-05, Binjai 8, No. 2, Lorong Binjai,
50450, Wilayah Persekutuan Kuala Lumpur
M: 010 9154521 (Sebastian)
018 2000262 (Steven)

CANCELLATION

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ORGANISATION DETAILS

Please write registered company name and address.

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AUTHORISATION

Signatory must be authorised to sign on behalf of the contracting organisation.

Name: _____

Job Title: _____

Dept: _____

Telephone: _____ Mobile : _____

Email: _____

Signature: _____

INVOICE

The Invoice should be directed to [] Mr [] Ms [] Dept:

Name: _____

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Dept: _____

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FOR OFFICE USE

Project Manager: Eugene

Date received :

Event code: SAFWOMEN

Verified by :

SECURITY RISK MANAGEMENT

Managing The Rapidly Evolving Risk Landscape

8-9 May 2025

JW Marriott Hotel, KL

**Light breakfast, buffet lunch and 2 tea breaks provided*



9.5/10

average rating

Limited to 35 seats per class

KEY TAKEAWAYS



- Key Concepts: Threats, Vulnerabilities, and Risks
- Identifying and Assessing Threats
- Vulnerability Assessment and Risk Analysis
- Risk Treatment and Mitigation Strategies
- Compliance and Regulatory Considerations

At a glance

Effective security risk management is about staying proactive- anticipating risks and minimizing their potential impact on the organization.

Prince Lazar

CEO & Principal Consultant,
LIBRA GLOBAL SERVICES

SECURITY RISK EXPERT



**Participation certificate will be provided upon completion of the 2-day masterclass*



Local +60109154521 (Sebastian) / +60182000262 (Steven)
International +601111891485 (Sanshana)

ING ***EVENT***



FULLY HRD CORP CLAIMABLE **MZ**
GROUP

**3 INTERNATIONAL CONFERENCES
101 MASTERCLASS**

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full event calendar and
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LEAD TRAINER

PRINCE LAZAR



CEO & PRINCIPAL CONSULTANT, LIBRA GLOBAL SERVICES

Prince Lazar is a seasoned Security Professional and Business Continuity/Resiliency specialist with wide exposure in the International Security industry. Has more than two decades of security risk and resilience success in senior roles launched from a foundation of fundamental leadership, analytical, management and problem-solving skills developed throughout his early career as a Military Officer.

Track record of successful implementation and management of Global Security program to secure facilities and assets, including business resilience, incident response, safe travel programs and management of compliance with global policies. Has proven ability in the development of market-leading security strategy, creating effective business resilience programs and crisis management approaches in the Asia Pacific, and Middle East regions.

In addition to consulting within large multi-national companies with matrix structures, his last few years have been on senior functional and management positions within a leading MNC. Prince has displayed remarkable skills to adapt to diversity and adversity with agility and make optimized decision-making delivering results across global environments.

Demonstrated ability to engage and influence senior business management, and full range of line and functional matrix stakeholders, bridging different geographies and nationalities, in face to face and virtual environments, leveraging internal and external providers. Prince brings a unique blend of expertise, business acumen, and leadership skills to drive growth, innovation, and excellence in security, resilience and enable the business operations. Has proven capability in leading complex projects, strong communication skills, and a dedication to overcoming obstacles to deliver impact.

COURSE OVERVIEW

In today's interconnected world, the pace of change, combined with increasingly sophisticated threats, has made security risk management more crucial than ever. This masterclass provides professionals with a comprehensive framework for understanding, assessing, and managing security risks in an environment that is continuously evolving.

The goal of this masterclass is to equip participants with the essential knowledge, tools, and strategies needed to navigate and manage the complex and rapidly changing risk landscape. By exploring both traditional and emerging security risks, this course enables professionals to make informed decisions and build resilient security frameworks that can respond to new and unpredictable threats.

COURSE OBJECTIVES:

- **Introduction to Security Risk Management**
- **Identifying and Assessing Threats**
- **Vulnerability Assessment and Risk Analysis**
- **Risk Treatment and Mitigation Strategies**
- **Compliance and Regulatory Considerations**
- **Incident Response and Crisis Management**
- **Security Awareness and Training**
- **Continuous Monitoring and Improvement**

AGENDA – DAY 1

8 May 2025

Definition and Importance of Risk Management

Time	Agenda
8:30 AM	Welcome and networking among delegates
9:00 AM	Introduction to Security Risk Management <ul style="list-style-type: none"> • Definition and Importance of Risk Management • Key Concepts: Threats, Vulnerabilities, and Risks • Security Risk Management Frameworks (ISO 27001, NIST, etc.) • Risk Management Lifecycle
10:30 AM	MORNING BREAK AND NETWORKING
10:45 AM	Identifying and Assessing Threats <ul style="list-style-type: none"> • Types of Security Threats (Cyber, Physical, Insider, External, etc.) • Threat Intelligence and Analysis • Case Studies of Major Security Incidents • Tools and Techniques for Threat Identification
1:00 PM	LUNCH BREAK
2:00 PM	Vulnerability Assessment and Risk Analysis <ul style="list-style-type: none"> • Identifying Security Vulnerabilities • Risk Assessment Methodologies (Qualitative vs. Quantitative) • Risk Scoring and Prioritization • Common Security Gaps in Organizations
3:30 PM	TEA BREAK AND NETWORKING
3:45 PM	Risk Treatment and Mitigation Strategies <ul style="list-style-type: none"> • Risk Treatment Options (Avoid, Transfer, Mitigate, Accept) • Implementation of Security Controls • Defense-in-Depth Strategy • Security Technologies and Tools (Firewalls, IDS/IPS, Access Controls)
5:00 PM	Q&A session
5:30 PM	END OF DAY 1

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AGENDA – DAY 2

9 May 2025

Security Compliance Standards

Time	Agenda
8:30 AM	Welcome and networking among delegates
9.00 AM	Compliance and Regulatory Considerations <ul style="list-style-type: none"> Overview of Security Compliance Standards (GDPR, ISO 27001, NIST, PCI DSS) Industry-Specific Security Regulations Legal and Ethical Considerations in Risk Management Conducting Security Audits and Assessments
10:30 AM	MORNING BREAK AND NETWORKING
10:45 AM	Incident Response and Crisis Management <ul style="list-style-type: none"> Incident Handling Procedures Developing an Incident Response Plan Crisis Communication and Stakeholder Management Post-Incident Analysis and Lessons Learned
1:00 PM	LUNCH BREAK
2:00 PM	Security Awareness and Training <ul style="list-style-type: none"> Employee Security Awareness Programs Social Engineering and Phishing Awareness Role-Based Security Training Building a Security Culture in Organizations
3:30 PM	TEA BREAK AND NETWORKING
3:45 PM	Continuous Monitoring and Improvement <ul style="list-style-type: none"> Security Metrics and Key Performance Indicators (KPIs) Threat Monitoring and Detection Systems Risk Management Maturity Models Implementing a Continuous Improvement Approach
5:00 PM	Q&A session
5:30 PM	END OF DAY 2

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FOR OFFICE USE

Project Manager: Eugene

Event code: SRM

Date received :

Verified by :

100% HRD Corp Claimable



MZ
GROUP

CHATGPT FOR STRATEGIC PLANNING:



Leveraging AI for Smarter Decision Making

Venue: JW Marriott Hotel, Kuala Lumpur

Date: 21-22 May 2025

*Breakfast, hotel lunch buffet and 2 tea breaks included



9.5/10

average rating

Limited to 35 seats per class

LEAD TRAINER

Melvyn Tan

Co-Founder and AI Strategist
Top Artificial Intelligence (AI) Voice
LinkedIn
(Singapore)

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UPCOMING *EVENTS*



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full event calendar and
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Courseleader

Melvyn Tan

(Singapore Trainer)



Melvyn Tan · 1st

 Make AI Your IA (intelligent assistant) • 3-pronged strategy to transform your marketing and communications by leveraging AI: Empower • Implement • Augment

Singapore, Singapore · [Contact info](#)

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Befinity AI



Nanyang Technological
University Singapore

Present: Co-founder and AI Strategist at Befinity AI. Guide companies to use AI strategically in their business. Start with empowering their teams, implementing AI into their workflow, and augmenting their capabilities with custom AI solutions.

Melvyn Tan is a seasoned business strategist based in Singapore, with a focus on leveraging AI tools for strategic planning, content strategy, and copywriting. Over two decades, he has consulted, trained, and coached leaders and executives from more than 370 organizations including Steinway Gallery Singapore, Yeo's, Citigroup, Temasek Polytechnic, and others.

Melvyn's approach is to empower businesses in crafting strategic roadmaps that transform their business processes, leading to enduring and defensible profits. He has also leveraged the power of AI tools to automate repetitive tasks, enhance work quality, and save both time and money.

Courseleader

Melvyn Tan

Since 2018, Melvyn has been conducting training and has developed a suite of training programs centered on Video as a Content Strategy. These programs include Professional Certificate in Video Storytelling Using Smartphone, Leveraging TikTok Marketing To Boost Your Branding, and Video Editing For Executives.

Melvyn holds both a Bachelor in Business (Applied Economics) from Nanyang Technological University and was awarded the Nanyang Scholarship to pursue his Master of Business in Applied Economics with a specialization in Total Factor Productivity from Nanyang Technological University.

In addition to his academic qualifications, Melvyn has also developed and delivered bespoke in-house training programs focused on Digital Tools such as Podcasting, Vlogging, and Virtual Meeting Platforms for numerous Singapore agencies.

His expertise in AI tools was demonstrated in December 2022 when he developed an arsenal of over 100 prompts for crafting video scripts, headlines, blog posts, and social posts, marking a new level of content creation efficiency and creativity. He also developed 2 web applications as proof-of-concept to demonstrate how corporations can customize the use of ChatGPT for greater efficiency and quality.

Melvyn also holds the Singapore Workforce Skills Qualifications (WSQ) Advanced Certificate in Training and Assessment (ACTA).

Course Overview

ChatGPT for Strategic Planning: Leveraging AI for Smarter Decision Making

In this interactive workshop, corporate professionals will learn how to integrate ChatGPT and AI tools into their strategic planning processes to make smarter, faster decisions. Led by experienced business strategist Melvyn Tan, participants will discover how AI can enhance decision-making by automating tasks, analyzing complex data, and providing real-time insights. The workshop will focus on practical applications of AI in scenario modeling, communication, and alignment across teams, ultimately enabling more efficient business strategies.

Trainer's Expertise and How It Benefits Participants

Melvyn Tan brings over 20 years of experience in strategic planning and AI tool integration. He has consulted and trained executives from over 370 organizations, including top firms like Citigroup and Temasek Polytechnic. With his deep understanding of AI, Melvyn has developed tools to help businesses streamline operations and improve content creation. Participants will gain actionable strategies for applying AI to strategic planning, enabling them to make informed decisions quickly, optimize processes, and enhance team collaboration for better overall business performance.

Course Overview

Workshop Objectives



Understanding AI's Role in Strategic Planning

- Learn how AI can streamline the strategic planning process by analyzing datasets, providing real-time insights, and generating data-driven recommendations for decision-making.



Improving Data-Driven Decision Making

- Discover how to utilize AI to gather, analyze, and interpret data effectively to make more informed and timely business decisions that align with long-term objectives.



Enhancing Scenario Planning and Forecasting

- Master the use of ChatGPT for simulating different business scenarios, predicting future outcomes, and building adaptable strategies in an ever-changing business environment.



Integrating AI Tools into Corporate Strategy

- Explore how to embed AI tools into the broader corporate strategy to drive innovation, streamline processes.

Course Outline – Day 1

Day 1: Uncover Opportunities and Define Vision with AI-Powered Analysis

Please bring a laptop for this workshop and ensure you are signed into ChatGPT. We highly encourage participants to have the paid version for an enhanced experience.

Time	Agenda – 21st May 2025
8:30 AM	Introduction & Networking
9:00 AM	Module 1: Environmental Scan with AI (Uncover Hidden Opportunities) 1. AI for Market Research & Analysis: Learn to use AI tools to uncover market trends, identify potential threats, and discover untapped opportunities.
10:30 AM	Morning Tea Break
10:45 AM	2. AI for Competitive Analysis Mini Project: Conduct an AI-powered environmental scan for your industry. You'll apply your knowledge to gain a holistic view of the market, identifying potential threats and opportunities for your business.
12:15 PM	Lunch (Buffet)
1:30 PM	Module 2: Goals Visualization with AI (Clearly Define Your Vision) 1. AI for Goal Setting & Prioritization: Define SMART goals, prioritize initiatives, and create a clear roadmap for your strategic plan.
3:00 PM	Afternoon Tea Break
3:15 PM	2. AI for Scenario Planning: Explore different future scenarios and assess their potential impact on your business goals.
4:30 PM	3. Mini Project: Use AI to visualize your company's strategic goals and identify key performance indicators (KPIs) for tracking progress.
5:00 PM	QnA and debrief of Day 1
5:30 PM	End of Day 1

*Agenda is subjected to change without prior notice

*Training materials to be sent in soft copy two days before the event and in hard copy on the event day

Course Outline – Day 2

Day 2: Develop actionable plans and optimize strategies using AI-driven insights and performance monitoring

Time	Agenda – 22nd May 2025
8:30 AM	Introduction & Networking
9:00 AM	Day 2 Kick-off: Sharing Key Takeaways from Day 1
9:30 AM	Module 3: Craft Winning Strategies with AI (Develop Actionable Plans) 1. AI for Strategy Development & Optimization: Learn how AI can help you develop, refine, and optimize your strategic plans based on data and insights.
10:15 AM	Morning Tea Break
10:30 AM	2. AI for Risk Management: Identify potential risks and develop mitigation strategies based on AI-powered risk assessments
11:30 AM	3. Mini Project: Develop a winning strategy for a specific initiative within your company.
12:30 PM	Lunch (Buffet)
1:30 PM	Module 4: Evaluation & Adaptation with AI (Continuously Improve) 1. AI for Performance Monitoring & Analysis: Learn how to use AI to track your strategic plan's progress, analyze key performance indicators (KPIs)
2:30 PM	2. AI for Strategic Learning & Optimization:
3:15 PM	Afternoon Tea Break
3:30 PM	3. Mini Project: Conduct a comprehensive evaluation of your strategic plan
5:00 PM	QnA, Final Thoughts and Concluding Remarks
5:30 PM	End of Day 2

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Past Attendees





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OUR MILESTONE

8730+

DELEGATES SINCE 2021

360+

CONDUCTED EVENTS

900+

COMPANIES PARTICIPATED

VISIT US: WWW.MINDZALLERA.COM

REGISTRATION FORM

CHATGPT FOR STRATEGIC PLANNING: LEVERAGING AI FOR SMARTER DECISION MAKING 21-22 May 2025

WORKSHOP FEES

- ☐ **RM3500 per pax** (without hotel accommodation)
- ☐ **RM3998 per pax** (including ONE (1) night hotel accommodation - corporate rate for participants)

PRICES ARE INCLUSIVE OF 8% SST



HRDC CLAIMABLE
(SBL - KHAS)
MYCOID: 1407250T

VENUE

**JW MARRIOTT HOTEL,
KUALA LUMPUR**

METHOD OF PAYMENT

Payable by Cheque to: **Fresh Upskills Training Sdn Bhd**

Bank Transfer:

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HONG LEONG BANK

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Swift Code : **HLBBMYKL**

2 EASY WAYS TO REGISTER

By email : registration@mindzallera.com

(Email your scanned Registration Form)

By Post : 33-05, Binjai 8, No. 2, Lorong Binjai,
50450, Wilayah Persekutuan Kuala Lumpur
M: 010 9154521 (Sebastian)
018 2000262 (Steven)

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AUTHORISATION

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Name: _____

Job Title: _____

Dept: _____

Telephone: _____ Mobile : _____

Email: _____

Signature: _____

INVOICE

The Invoice should be directed to [] Mr [] Ms [] Dept:

Name: _____

Designation : _____

Dept: _____

Telephone: _____ Extension _____

Mobile: _____ : Email: _____

FOR OFFICE USE

Project Manager: Eugene

Date received :

Event code: CHATGPTSTRA2

Verified by :

SOCIAL MEDIA INSIGHTS & COLLABORATIONS FOR BRAND SUCCESS



 **9.5/10**
average rating
Limited to 35 seats per class

21-22 May 2025
Pavilion Kuala Lumpur

Main points of discussion

- Maximize Engagement & Community Growth
- Optimize Performance with Data-Driven Strategies
- Master Content Creation & Influencer Marketing

Shinnai Mitchell

Director, Scrptd Media
Australia



*Light refreshment, lunch and 2 tea breaks included

*Participation certificate will be provided upon
completion of the 2-day masterclass



Local +60109154521 (Sebastian) / +60182000262 (Steven)
International +60111891485 (Sanshana)

UPCOMING *EVENT*



FULLY HRD CORP CLAIMABLE **MZ**
GROUP

**3 INTERNATIONAL CONFERENCES
101 MASTERCLASS**

**SCAN QR FOR
full event calendar and
brochures**



COURSE OVERVIEW



This two-day intensive workshop is designed for businesses and marketers looking to elevate their social media strategy. Covering advanced engagement tactics, content creation, data analysis, influencer marketing, and campaign execution, this hands-on program provides practical insights and actionable strategies to maximize reach, boost engagement, and drive business growth. Participants will develop the skills to create impactful content, optimize performance, and implement structured workflows for long-term success.

LEARNING OUTCOMES

1. Build & Engage a Loyal Online Community

- Leverage interactive content, user-generated content (UGC), and engagement tactics to strengthen your brand presence.

2. Use Data to Drive Content Strategy

- Learn how to analyze Instagram and Facebook metrics to optimize content performance and audience growth.

3. Master Content Planning & Execution

- Develop high-quality content efficiently with batch creation, structured content days, and strategic scheduling.

4. Leverage Campaigns & Influencer Marketing

- Implement competitions, paid promotions, and influencer collaborations to expand brand reach.

5. Create a Social Media Management Workflow

- Structure daily, weekly, and monthly content planning, engagement, and KPI tracking for sustained growth.

AGENDA - DAY 1

21 May 2025

Learn how to engage your audience, analyze performance data, and create high-quality content that aligns with your brand strategy.

Please bring a laptop for this workshop.

TIME	AGENDA
8:30 AM	INTRODUCTION AND NETWORKING AMONG DELEGATES
9:00 AM	Engaging Your Audience & Building a Loyal Community (Part 1) Implement interactive content, UGC, and engagement tactics to foster brand loyalty.
10:15 AM	MORNING BREAK AND NETWORKING WITH TRAINER
10:30 AM	Engaging Your Audience & Building a Loyal Community (Part 2) Implement interactive content, UGC, and engagement tactics to foster brand loyalty.
12:30 PM	LUNCH BREAK
2:00 PM	Understanding Your Socials Data - IG & FB Performance Optimization Analyze key Instagram and Facebook metrics to refine content strategy and drive engagement.
3:15 PM	TEA BREAK AND NETWORKING WITH TRAINER
3:30 PM	Planning a Successful Content Day & Monthly Content Shoots Master batch content creation, structuring shoots, and developing high-quality visual content.
5:00 PM	Q&A session with the trainer
5:30 PM	END OF DAY 1

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AGENDA - DAY 2

22 May 2025

Implement growth-driven campaigns, influencer partnerships, and structured social media management for long-term success.

Please bring a laptop for this workshop.

TIME	AGENDA
8:30 AM	NETWORKING AMONG DELEGATES
9:00 AM	Social Media Competitions & Campaigns for Growth Plan and execute contests to increase brand visibility and audience engagement.
10:15 AM	MORNING BREAK AND NETWORKING WITH TRAINER
10:30 AM	Influencer Marketing Mastery Select, negotiate, and collaborate with influencers to expand brand reach and improve credibility.
12:30 PM	LUNCH BREAK
2:00 PM	Social Media Management – Daily, Weekly & Monthly Tasks Develop a structured workflow for engagement, content planning, and performance tracking.
3:15 PM	TEA BREAK AND NETWORKING WITH TRAINER
3:30 PM	Final Review & Implementation Strategy Recap insights, define action plans, and clarify final questions for immediate execution.
5:00 PM	Q&A session with the trainer
5:30 PM	END OF DAY 2

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Meet Your Trainer

Shinnai Mitchell is a highly successful social media strategist and the founder of Scrptd Media, a thriving digital marketing business that has generated a high six-figure business by mastering the art of social media management.

With an in-depth understanding of both the analytical and creative sides of social media, Shinnai excels in creating captivating content that resonates with audiences while leveraging data to continuously optimise performance. Her ability to read and interpret social media analytics allows businesses to refine their strategies and maximise their digital presence for sustained growth.

Shinnai has worked with some of Perth's most successful businesses, including those in the fashion, jewellery, real estate, wellness, and luxury items industries. Her experience spans a diverse range of sectors, and she has developed a reputation for producing results-driven strategies that elevate her clients' brands.

As an educator, Shinnai empowers businesses and individuals to effectively communicate their brand's unique voice while maintaining authenticity in a digital landscape. She teaches how to build a cohesive and engaging aesthetic framework that incorporates paid ads, competitions, and regular content activities— ensuring that brands achieve consistent visibility, engagement, and conversion.



Shinnai Mitchell

Creative Director - Scrptd Media

Specialising in bespoke social media management solutions & web design



Testimonials

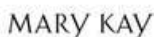
I've worked with many professionals in the industry, but few have made as significant an impact as Shinnai. We brought her in to train our team, and the results have been outstanding. Shinnai's approach to social media training is both engaging and highly effective, providing us with the tools and strategies to better connect with our audience and elevate our digital presence. What sets Shinnai apart is her ability to make social media accessible and actionable for everyone, regardless of their experience level. She is an expert at breaking down complex concepts into practical, easy-to-understand steps, allowing our team to walk away feeling confident and empowered. Her training isn't just about posting content—it's about understanding the bigger picture: from branding to analytics, and how to authentically engage with our audience.

- **ANDREW SHERWOOD , BUSINESS MANAGER, FIRST NATIONAL KARRATHA**

I often found myself overwhelmed by the demands of social media. I knew how important it was, but myself and my team just didn't have the time or creative energy to master it. That's when I turned to Shinnai for guidance. She didn't just provide a service; she empowered myself and team with the tools and knowledge we needed to take control of my brand's social presence. We've worked together for over six years, starting with her helping me build my Instagram when I relaunched as a selling agent in 2017. Since then, I've learned so much from her. Shinnai's approach is not just about posting content—it's about understanding the full picture. She's shown my team how to analyse my data, create engaging content, and strategically use Instagram and Facebook to build my brand authentically. Her training style is incredibly personalised, and I love how she tailors every session to my needs. Shinnai is a master at combining creativity with analytics.

- **CLARE NATION, DIRECTOR OF HAIVEN CENTRAL**

PAST ATTENDEES





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SOCIAL MEDIA INSIGHTS & COLLABORATIONS FOR BRAND SUCCESS

21-22 MAY 2025

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Project Manager: Eugene

Event code: SOCMEDIN

Date received :

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