

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>VIRTUAL LEADERSHIP &amp; DIGITAL SUMMIT 2020: GO B.I.G WITH DIGITAL</b>
<b>PROPOSED DATE</b>	:	8 <sup>th</sup> December 2020
<b>BUDGET/COST</b>	:	RM 80,000.00 (SPN-DPN)
<b>OBJECTIVES</b>	:	<ol style="list-style-type: none"> <li>1. To organize a summit entitled Leadership and Digital Summit: Go B.I.G with Digital virtually to the leadership group for a new breakthrough with digital enablement mindset;</li> <li>2. To conduct desk review and capture the highest concerns from leadership to positioning the business to remain competitive during this difficult time;</li> <li>3. To launch Go B.I.G with Digital video and will be disseminate and viral to the target audience;</li> <li>4. To showcase the usage of technology during the event; virtual reality (VR), artificial reality (AR), mix reality (XR) and Avatar by technology providers;</li> <li>5. To provide a platform for attendees to get more insights and penetrate from the speakers with more successful strategies on adoption of new technology, information sources and related tools in order to increase productivity of the businesses.</li> </ol>
<b>OUTPUT</b>	:	<ol style="list-style-type: none"> <li>1. Submission a report on the desk review of Go B.I.G with Digital;</li> <li>2. Launching of Go B.I.G with Digital Video;</li> <li>3. Sharing platform based on case studies, show casing on adoption of new technology of industry from internationally renowned and distinguished speakers.</li> </ol>
<b>DEPARTMENT</b>	:	DMO/ Digital Productivity Nexus
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>		
<b>COMMENTS/ SIGNATURE OF PCT MGR</b>		

**VIRTUAL LEADERSHIP & DIGITAL SUMMIT 2020: GO B.I.G WITH DIGITAL**  
**8<sup>TH</sup> DECEMBER 2020**

**1.0 Purpose**

The purpose of this paper is to inform and seek the approval of MPC's Board of Management (BOM) for Digital Productivity Nexus (DPN) to organize Go B.I.G with Digital: Leadership & Digital Summit 2020 with total cost of RM80,000.00.

**2.0 Background**

- a) On 20<sup>th</sup> December 2019, Dato' Wei Chuan Beng was appointed as Champion of the Digital Productivity Nexus (DPN) to helm the public-private partnership which involves a cross section of industry players, Government Ministries and key agencies to provide the support required for strategies that DPN have identified.
- b) Subsequently, The National Productivity Council (NPC) 1/2020 meeting chaired by YAB Prime Minister has mandated that the new direction and scoping of DPN is to ensure that the productivity improvement initiatives outlined in the Malaysian Productivity Blueprint (MPB) can be realised through adoption of IR4.0, taking advantage of comprehensive connectivity and using innovative technologies capable of drastically increasing production (**B = Breakthrough**), strengthening integrity (**I = Integrity**) and empowering best practices and value (**G = Good**) or in other words '**Go B.I.G with Digital**'.
- c) There is a vision to produce an approximate of 1 million top management/leadership levels in Malaysia, both from the public and private services sectors through the 'Go B.I.G with Digital'. This is fundamentally done by aggressively enabling new breakthrough with digital enablement to the top leadership group. Strong leadership and consistent transparency will pave way into knowing exactly what needs to be done when we digitalize. This includes the ability to access information from all directions and to communicate clearly with everyone involved at every level in order to have clarity and understanding of tasks. Ultimately, these will result in breakthrough outcomes, breakthrough productivity and constantly initiate change that is breakthrough in nature.
- d) Therefore, in tandem with Malaysia Productivity Blueprint, 30 webinar series on promoting Go B.I.G with Digital message has been conducted to businesses from May-August 2020 in collaboration with industries associations.

- e) Subsequently, it is timely for MPC through DPN to aggressively enabling new breakthrough with digital enablement to the top leadership in the public and private sectors via organising a Leadership & Digital Summit 2020: Go B.I.G with Digital.
- f) In conjunction with the Summit, there are two agenda will be executed; the Go B.I.G with Digital Video will be officially launched and Memorandum of Understanding (MOU) between Malaysian Institutions of Higher Learning (IHL) and industry will be signed for Digital STARS Programme.

### **3.0 Objectives**

The objectives of this summit are:

1. To organize a summit entitled Leadership and Digital Summit: Go B.I.G with Digital virtually to the leadership group for a new breakthrough with digital enablement mindset;
2. To conduct desk review and capture the highest concerns from leadership to positioning the business to remain competitive during this difficult time;
3. To launch Go B.I.G with Digital video and will be disseminate and viral to the target audience;
4. To showcase the usage of technology during the event; virtual reality (VR), artificial reality (AR), mix reality (XR) and Avatar by technology providers;
5. To provide a platform for attendees to get more insights and penetrate from the speakers with more successful strategies on adoption of new technology, information sources and related tools in order to increase productivity of the businesses.
6. To sign Memorandum of Understanding (MOU) between Malaysian Institutions of Higher Learning (IHL) and industry for Digital STARS Programme in conjunction of the summit;

### **4.0 Proposed Cost**

The total cost associated for organising the Go B.I.G with Digital-Leadership and Digital Summit 2020 is **RM 80,000.00**. Details as Appendix 1.

### **5.0 Proposed Agenda**

The proposed agenda as in Appendix 2.

### **6.0 Proposed platform as in Appendix 3 (some of the pictures)**

## 1.0 Conclusion

The approval of the Board of Management (BOM) is sought for Digital Productivity Nexus (DPN) to organize Leadership & Digital Summit 2020: Go B.I.G with Digital with total cost of RM80,000.00 utilising the SPN-DPN.

Prepared by:



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Date: 28 Sept 2020

Reviewed by:



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Date: 28 Sept 2020

Approved by:



Hj. Suhaimi Hamad  
Director of PGD  
Date: 28 Sept 2020

Appendix 1

<b>Virtual Leadership &amp; Digital Summit 2020: Go B.I.G with Digital</b>		
	<b>Proposed Item</b>	<b>RM</b>
a)	<p><b>Virtual platform solution and networking lounge (meet and greet virtually)</b></p> <ul style="list-style-type: none"> <li>• Standard Microsite &amp; Online Registration Page</li> <li>• RSVP Invitation for VIPs, media &amp; stakeholders</li> <li>• Confirmation email with virtual platform link and password</li> <li>• Personalized E-mail reminders to be sent to all participants with the link</li> <li>• Event analytics</li> <li>• Unlimited Database Storage (contact details etc.)</li> <li>• 1 user accounts for access</li> <li>• 5,000 email credits (to send out reminders emails)</li> <li>• Up to 6 Presenter (5 Presenter &amp; 1 Host)</li> <li>• Up to 5,000 participants-registered (more for FB Live)</li> <li>• Up to 4 hours live streaming</li> <li>• Live Offer Display – for sponsors, exhibitor shoutout</li> <li>• Live Chat &amp; Live Q&amp;A (enable or disable chat and question)</li> <li>• Automated Recording and upload Videos</li> <li>• Handout notes &amp; files to the attendees</li> <li>• A dedicated technical supervisor to assist with setup</li> <li>• Rehearsal</li> <li>• On-site check-in software for up to 500 pax</li> <li>• 1 unit of laptop &amp; QR Scanner</li> <li>• Mobile Check-In (by the client. Training will be provided)</li> <li>• 2 Technical manpower to assist throughout event period</li> </ul> <p><b>Green Screen Live Streaming Session</b></p> <p><b>1 Day (max) 6 Hours</b></p> <ul style="list-style-type: none"> <li>• Green Screen – 12ft x 29ft</li> <li>• 4 units of face light</li> <li>• 4 highchairs</li> <li>• 2 unit of stagnant HD Camera</li> <li>• 1 Professional Videographer</li> <li>• 1 Preview monitor</li> <li>• Streaming Server</li> <li>• Encoder</li> <li>• A/V Capture Card</li> <li>• 1 Content PC</li> <li>• Design/Layout Web Stream screen</li> <li>• 1 Technical Coordinator</li> <li>• Cables &amp; Accessories</li> <li>• Setup/Dismantle</li> <li>• 1min post highlight video (min 10 days after the event)</li> </ul> <p><b>Avatar technique</b></p>	
c)		70,000
d)	<b>Others (Professional Moderator, Rapporteur, Speakers fees, Media coverage and promotion, etc)</b>	10,000
	<b>TOTAL</b>	<b>80,000</b>

Note: Proposed item is subject to changes.

## Appendix 2

### **LEADERSHIP AND DIGITAL SUMMIT 2020: GO B.I.G WITH DIGITAL** **8<sup>th</sup> December 2020 (Tuesday)**

<b>Time</b>	<b>Proposed Agenda</b>
8:45	Open of virtual platform
9:30	<p><b><u>OPENING CEREMONY</u></b></p> <p><b><u>Welcoming Remarks</u></b> by the Champion of Digital Productivity Nexus (DPN), <b>Dato' Wei Chuan Beng, Go B.I.G with Digital - Leadership in Action</b></p> <p><b>Keynote:</b></p> <ol style="list-style-type: none"> <li>1. YBhg. Tan Sri Jamaludin Ibrahim, Managing Director/President &amp; Group Chief Executive Officer of Axiata Group Berhad</li> <li>2. YBhg. Tan Sri Mohd Zuki Bin Ali People, Ketua Setiausaha Negara</li> </ol> <p><b>Opening remarks by YB Dato' Seri Mohamed Azmin Ali (Tentative)</b>  Senior Minister, Minister of International Trade and Industry</p> <ul style="list-style-type: none"> <li>• <b>Launching of Go B.I.G with Digital Video</b></li> <li>• <b>MOU Ceremony between IHL and industry</b></li> </ul>
10:30	<p><b>Integrity with Digital: From Transparency to Customer Loyalty</b></p> <p><b>Proposed Panelist:</b></p> <ol style="list-style-type: none"> <li>1. YBhg. Dato' Michael Tio, CEO &amp; Managing Director of PKT Logistics Group</li> <li>2. Pn. Nor Azimah Abdul Aziz, CEO of Companies of Commission of Malaysia</li> </ol> <p><b>Proposed Moderator:</b></p> <ul style="list-style-type: none"> <li>• YBhg. Dato' Abdul Latif Hj. Abu Seman, Director General of Malaysia Productivity Corporation</li> </ul>
11:30	<p><b>Source of Good: Digital Technology</b></p> <p><b>Proposed Panelist:</b></p> <ol style="list-style-type: none"> <li>1. Mr. Leo Chow, Lazada Malaysia</li> <li>2. YBhg. Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman of Malaysia Digital Economy Corporation (MDEC)</li> </ol> <p><b>Proposed Moderator:</b></p> <ul style="list-style-type: none"> <li>• Encik Zahid Ismail, Deputy Director General of Malaysia Productivity Corporation (MPC)</li> </ul>
12:00	<p><b>Meet and Greet Virtually with technical experts in different areas (30 minutes)</b></p> <p><b>Showcasing AR, VR and XR as the New Innovation Engine for Business Transformation</b></p> <ul style="list-style-type: none"> <li>• Multimedia University (MMU) / HTC / Huawei Technologies (Malaysia) Sdn. Bhd.</li> </ul>
1:00	End of session

## Appendix 3

