

PSPN WEBINAR FOR TECHNOLOGY ADOPTION SERIES 03

Session:	# 03
Date	12 th November 2020, Thursday
Topic	<p>Key Priorities for Professional Services in Technology Adoption</p> 
Panelist	<p>MR. SHEN LIM</p> <p>Mr. Shen Lim is an entrepreneur and structured investment professional having almost 30 years of experience in technology management: sales & marketing, business development, operations & support, research & development, product management, fundraising, and corporate finance. Currently, he provided investment and strategic management advisory for SMEs and Corporates that focus on the development of ICT, e-Commerce, FinTech, Renewable Energy, Bio-Technology, Precision Agriculture and Green Technology industries, in particular, high-technology related fundraising in London and Hong Kong equity markets.</p>
Synopsis	<p>Professional Services may be proficient at evolving its offerings to clients' changing needs, but perspectives differ on whether digital disruption has significantly transformed the industry – “It has not yet been disrupted to the same extent as other industries”. This change is forcing the entire industries to rethink their business models and strategic roadmaps especially in digital marketing strategies, digital delivery approach, operational optimizations in support of business agility and fending off new entrants if they wish to remain competitive.</p> <p><i>Sign menyesahkan bahawa kertas-kertas telah dipelaskan dengan sempurna</i></p>

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Webinar Team Management	Program Coordinator : Nicole Ong MPC Rep : Azhani / Halisa Speaker : Mr. Shen Lim Moderator : Ts. Chu WY Poster Design & Blasting : Nicole Ong Report Writing : Nicole Ong																																																																																																														
Participation	Various participation from local ranging from private and government sector Registered : 23 Nos Attended : 15 Nos																																																																																																														
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There were 6 questions asked by participants during the session. However due to the time limitation, panelist only able to answer 5 questions live in webinar.

Question and Answer - ×

[All questions \(3\)](#) [My questions](#)

Choo Kok Beng 11:05 AM

Budget 2021 has lots of allocation for technology adoption.

 This question has been answered live

Anonymous Attendee 11:07 AM

In your opinion where are all this allocation parked and how will it be accessible to the promoters and the users

 This question has been answered live

Anonymous Attendee 11:11 AM

What is the platform that is most suitable for the 600,000 micro, small and medium sized enterprises? Especially those in the rural areas and small towns.

Louis Tay CS 11:19 AM

Good morning Mr Sheng Lim, Is there any good guideline available in the market for a company to implement digital marketing effectively ?

Anonymous Attendee 11:23 AM

Do you think the infrastructure in Malaysia is good enough as of now to achieve ubiquity of technology, particularly in sub-urban areas?

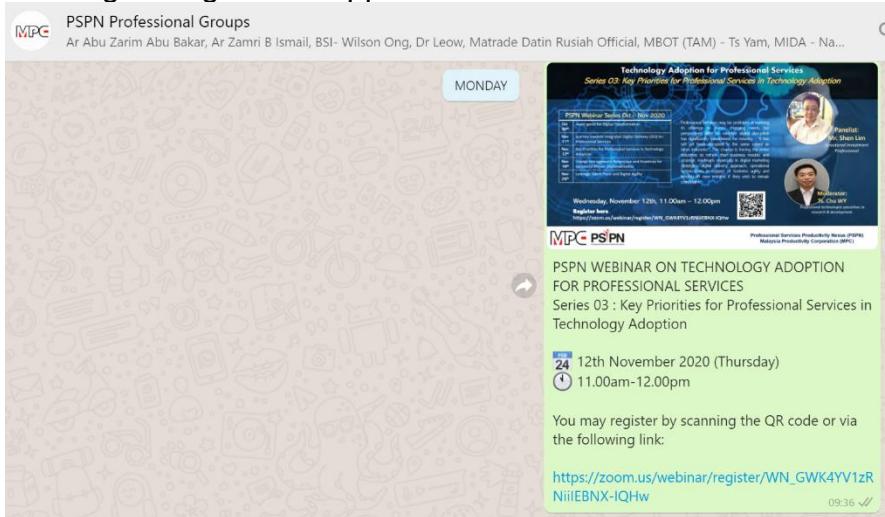
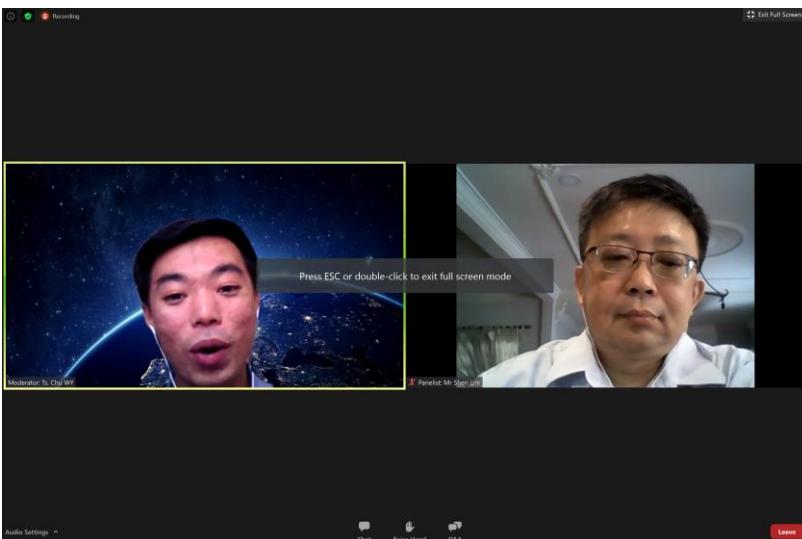
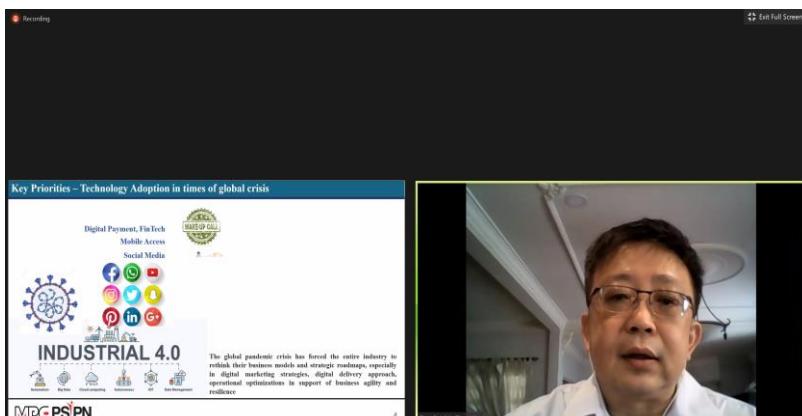
Details of Question:

1. Budget 2021 has lots of allocation for technology adoption.
2. In your opinion where are all this allocation parked and how will it be accessible to the promoters and the users.
3. What is the platform that is most suitable for the 600,000 micro, small and medium sized enterprises? Especially those in the rural areas and small towns.
4. Good morning Mr Sheng Lim, is there any good guideline available in the market for a company to implement digital marketing effectively?

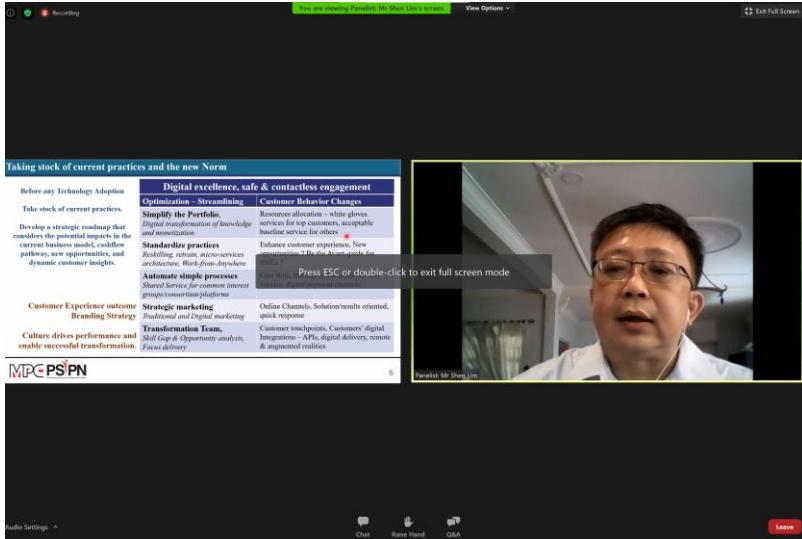
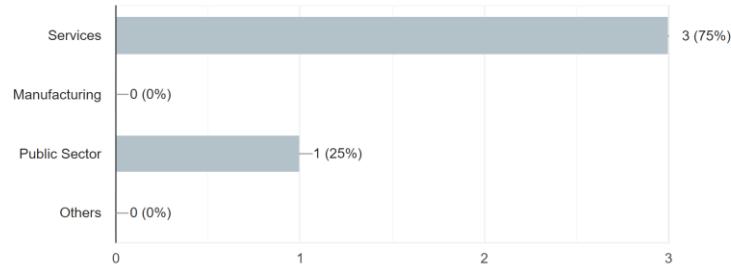
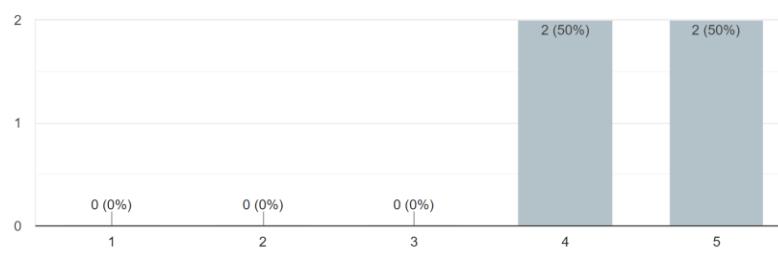
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	<ol style="list-style-type: none"> 5. Do you think the infrastructure in Malaysia is good enough as of now to achieve ubiquity of technology, particularly in sub-urban areas? 6. As labour is comparatively cheaper in Malaysia than technology. How can we overcome this?
Area of Improvement	<p>Good practices of this webinar:</p> <ol style="list-style-type: none"> 1. Webinar evaluation via google form link, with sharing presenter slide by email after participants complete the evaluation. <p>Area of improvement of this webinar:</p> <ol style="list-style-type: none"> 1. To prepare a backdrop to promote MPC PSPN before the session. 2. Play a background music while waiting to START. 3. Start the webinar session with MPC introduction video.
Blasting	<p>Blasting through email</p> <p>RE: MPC :PSPN WEBINAR on Technology Adoption For Professional Services - S...</p> <p>  Nicole Ong To: harrazhasbullah@gmail.com; syahmikhairi20@gmail.com; amirradzi@mida.gov.my; ainilyana29@gmail.com; yoghaaveeran29@gmail.com; +141 others Cc: Azhani Ismail; Nor Halisa Mohamad Halil </p> <p>    Fri 6/11</p> <p>   </p> <p></p> <p>PSPN WEBINAR ON TECHNOLOGY ADOPTION FOR PROFESSIONAL SERVICES Series 03 : Key Priorities for Professional Services in Technology Adoption.</p> <p>12th November 2020 (Thursday) 11.00a.m -12.00p.m</p> <p>You may register by scanning the QR code or via the following link: https://zoom.us/webinar/register/WN_swkYv1uHh1B0X4Qhw</p> <p></p>

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	<p>Blasting through whatsapp</p> <p>PSPN Professional Groups Ar Abu Zarim Abu Bakar, Ar Zamri B Ismail, BSI- Wilson Ong, Dr Leow, Matrade Datin Rusiah Official, MBOT (TAM) - Ts Yam, MIDA - Na...</p> 
<p>Event on the Board</p>	<p>Webinar start at 11.00 a.m. and ended 12.19 p.m. with 50 min presentation and 15 min Q&A.</p>  

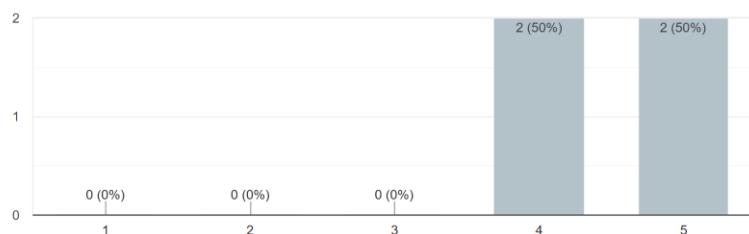
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Evaluation Report	<p>Sector 4 responses</p>  <table border="1"> <thead> <tr> <th>Sector</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Services</td> <td>3</td> <td>75%</td> </tr> <tr> <td>Manufacturing</td> <td>0</td> <td>0%</td> </tr> <tr> <td>Public Sector</td> <td>1</td> <td>25%</td> </tr> <tr> <td>Others</td> <td>0</td> <td>0%</td> </tr> </tbody> </table> <p>2. Suitability of time 4 responses</p>  <table border="1"> <thead> <tr> <th>Time Suitability</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>0</td> <td>0%</td> </tr> <tr> <td>4</td> <td>2</td> <td>50%</td> </tr> <tr> <td>5</td> <td>2</td> <td>50%</td> </tr> </tbody> </table>	Sector	Count	Percentage	Services	3	75%	Manufacturing	0	0%	Public Sector	1	25%	Others	0	0%	Time Suitability	Count	Percentage	1	0	0%	2	0	0%	3	0	0%	4	2	50%	5	2	50%
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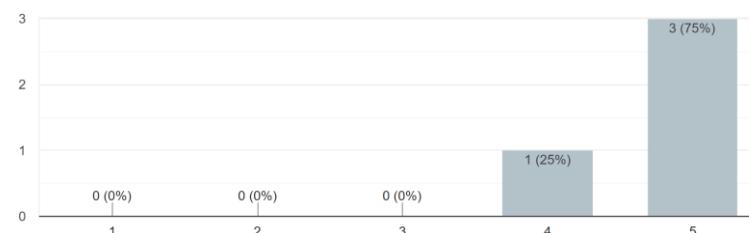
3. Duration of webinar

4 responses



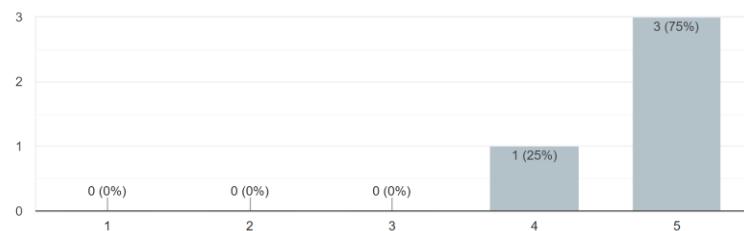
4. Virtual platform

4 responses



5. Overall, how satisfied are you with the program?

4 responses

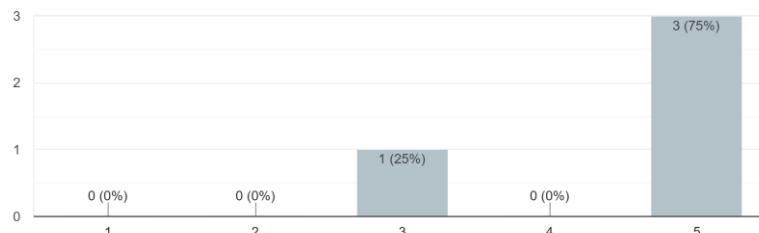


PROGRAM CONTENT

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1. To what extent the objective(s) of attending the program has/ have been met?

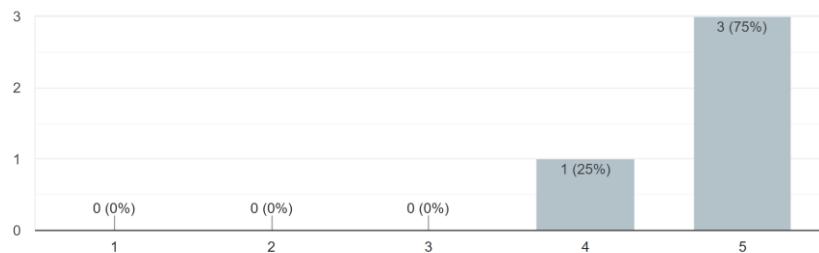
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2. Has the program enriched your knowledge in the subject matter?

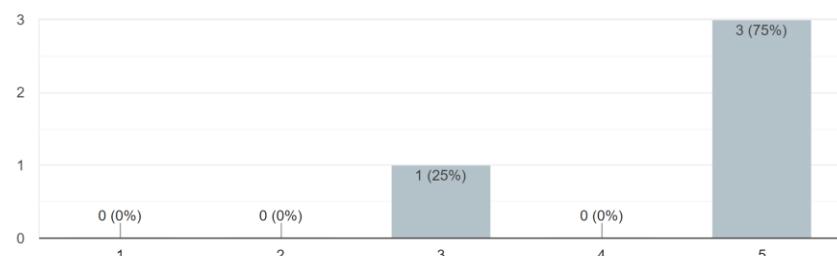
4 responses



3. Is the program contents useful and relevant to your business/work?



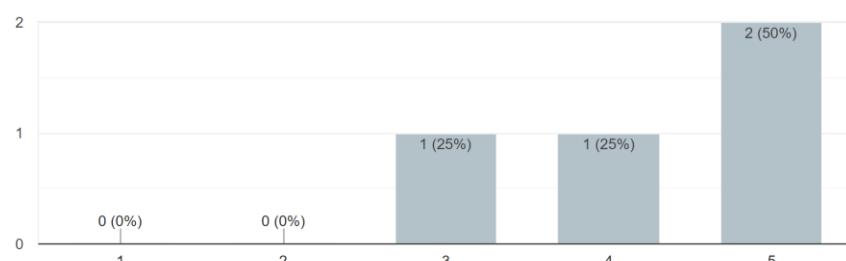
4 responses



4. Will it help you to be more effective in your work?

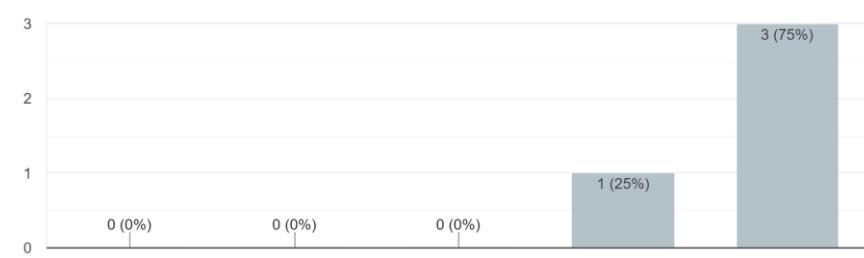


4 responses



5. This program is suitable to be recommended to others.

4 responses



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Event Link	<ol style="list-style-type: none"> 1. Registration Link https://zoom.us/webinar/register/WN_GWK4YV1zRNiiEBNX-IQHw  2. Video Link https://www.dropbox.com/s/pwc83cl5d67h4j7/vid%20S03%20Shen%20%20Lim%20on%202012%20Nov%202020%2011%20am_OK.mp4?dl=0 3. Evaluation Form Link https://docs.google.com/forms/d/e/1FAIpQLSd6Ebba6bQfXS1ej1GRQtQwNHVpFCos6X3bwSAM24vHrRfxEQ/viewform
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Prepared by:

Nicole Ong

Program Coordinator

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