Big Tulip Summit
National Women Inspiring Women Programme 2019

DARE TO DREAM • MAKE IT HAPPEN

20 & 21 August 2019
Jen Hotel - Georgetown, Penang

Official Opening by:
YAB TUAN CHOW KON YEOW
Chief Minister of Penang
The Othman Yeop Abdullah Graduate School of Business (OYAGSB) having recognised the importance of Diversity & Inclusion at the workplace, including closing the employment gender gap, developed the BIG TULIP SUMMIT as a learning and empowerment platform for aspiring leaders to unleash their potential and grow.

The BIG TULIP SUMMIT was officially recognised and accorded the status as a National Women Inspiring Women Programme by YAB DATO’ SERI DR. WAN AZIZAH BINTI DR. WAN ISMAIL, Timbalan Perdana Menteri Malaysia Merangkap Menteri Pembangunan Wanita, Keluarga dan Masyarakat on 3rd December 2018 at its inaugural Summit.

The BIG TULIP SUMMIT 2018 was a huge success having attracted 192 participants from across Business, Industry and Government.
ORGANISERS OF BIG TULIP SUMMIT 2019

BIG TULIP SUMMIT 2019 is offered in collaboration with the Penang Women's Development Corporation (PWDC) and is fully endorsed by the Penang State Government.

Big Tulip Summit 2019 theme
DARE TO DREAM – MAKE IT HAPPEN

"If you can dream it, you can do it."

- Walt Disney
Success comes when you focus on your dream, not your fears.

www.oyagsb.uum.edu.my

The BIG TULIP SUMMIT 2019 brings together inspirational and influential speakers and panellists comprising of eminent leaders, breakthrough men and women and trailblazers who have Taken Charge of their lives.

These exemplary leaders will share their leadership experiences, knowledge and their personal and professional stories to inspire 200 participants to DARE TO DREAM, and most importantly Dare You to Put Action behind the Dreams.

www.oyagsb.uum.edu.my/bigtulip2019
OBJECTIVES OF BIG TULIP SUMMIT

The Big Tulip Summit 2019 programme aims to deliver the following takeaways:

1. INSPIRE participants to achieve breakthrough in career and life
2. EMPOWER participants to GROW
3. TRANSFORM participants to be better leaders
4. EQUIP participants with the necessary skills, resilience and confidence.

NOT FOR PROFIT EVENT

The BIG TULIP SUMMITs are NOT FOR PROFIT events and the focus is on raising funds through sales proceeds. This amount will be used to defray event expenses and fund scholarships for needy women from the B40 segment as well as those with disabilities and/or physically challenged.

www.oyagsb.uum.edu.my/bigtulip2019
10 COMPELLING REASONS
WHY YOU SHOULD ATTEND THIS ANNUAL SUMMIT

BIG TULIP SUMMIT 2019 FEATURES

1. NOT FOR PROFIT EVENT
2. 9 INSPIRATIONAL SPEAKERS
3. 21 EMINENT PANELLISTS
4. EXPERIENTIAL LEARNING
5. GAME BASED LEARNING ACTIVITY BY KNOLSKAPE
6. 200 PARTICIPANTS
7. LOW SUBSIDISED PARTICIPANT FEES
8. SPONSORED DOORGIFTS
9. NETWORKING SESSION BY TULIPS MOVEMENT
10. OPEN TO BOTH MEN AND WOMEN

TARGET AUDIENCE

The BIG TULIP SUMMIT is designed to have an immediate impact on Women and Men across all functions and levels to unleash their potential and thrive. Senior leaders are encouraged to attend to learn more about current Diversity and Inclusion issues.

www.oyagsb.uum.edu.my/big tulip2019
OFFICIAL ADDRESS

YAB Tuan Chow Kon Yeow
Chief Minister of Penang

Prof. Dr Ahmad Bashawir Abdul Ghani
Honorary Vice Chancellor, UUM

EMINENT MODERATORS

Madam Ong Bee Leng
CEO, PWDC

Associate Professor Dr. Hassan Abu Bakar
Director, iLead4Change
OYAGSB, UUM

Faz Kamaruddin
Principal Consultant ComPas MTC
Associate Faculty OYAGSB

Shamini Manikam
CEO TinkTank
Singapore & Malaysia

Emiliawati Zainol
Managing Director
Q3 Management Solutions Sdn Bhd

INSPIRATIONAL SPEAKERS

YB Chong Eng
Ani Majlis Menyusur
Pembangunan Warna, Kebangsaan
Keterampilan Gender dan Agama Selain Islam
Kerajaan Negeri Pulau Pinang

YB Nurul Izzah Anwar
Member of Parliament, Malaysia
(TBC)

Dr. Vimaleswari Ramasamy
MD, Malaysia Operations
IHS Markit Global (M)

Boonsiri Somchit
COO and Chief Conceptualist
XStrategise Technologies Sdn Bhd

Dr. Wendy Liew
Founder and Owner
Image Creator Sdn Bhd

Dr. Sangeeta Kaur
CEO, Emerging Journey Asia

Dr. A.J Minai
TedX Speaker
CMO and Co-Founder Subture

Associate Professor Dr. Marlin Marissa Malek
Director CUC, UUM
Resident Faculty, OYAGSB

Nur Raudhah Nazran Nazri
Founder & CEO Y-Accelerate
Team Leader of Year Award – Enactus UK

www.oyagsb.uum.edu.my/bigtulip2019

*TBC - To be Confirmed
EMINENT PANELLISTS

Prof. Dr. Rosna Awang Hashim
Professor School of Education & Modern Languages
Universiti Utara Malaysia

Prof. Dr. Yus nidah Ibrahim
Deputy Vice Chancellor (Academic & International)
Universiti Utara Malaysia

YBhg. Datuk Wan Suraya Wan Mohd Radzi
Secretary General, Ministry of Entrepreneurial Development

Surina Shukri
CEO, MDEC, (TBC)

Norlida Azmi
Head Human Resources
HSBC

Rina Sarif
President Elect, TULIPS Movement

Hanie Razaif Bohlender
Career Doctor, Dragonfire Corporate Solutions Sdn Bhd

YBhg. Dato' Aliyah Karen
CEO, MAA Medicare Charitable Foundation
Associate Faculty OYAGSB

Shazmi Ali
HR Director, SHELL Malaysia

Ulrika Brunner
Country Director, INSPIRE Group Malaysia

Chong Chye Neo
Former Managing Director, IBM Malaysia

Sainursalwa Sani
Group Chief Human Capital Officer, SME Bank Malaysia

Reena Kong
Associate CII, Underwriter, Financial and Risk Advisor

Rina Neoh
Co-Founder, Investment, Ficus Venture Capital
Associate Faculty OYAGSB

Grace Chan
Senior General Manager (HR), Berjaya Group
Associate Faculty OYAGSB

Ida Hanim Schien
Program Director, Ida Hanim Asia EQ Solutions

YM Raja Azura Raja Mahayudin
Board Member, Chemical Company Malaysia

Malar Villi Suppramaniam
Specialist, EQ Hearts and Minds Development Centre

Dr. Norrizan Razali
Founder of Tech Capacity

Dr. Marcella Lucas
CEO at LeadWomen
Associate Faculty OYAGSB

Prashant Chada
CEO Mercer Malaysia
Associate Faculty OYAGSB

Suraya Kulop
National Secretariat of APEC 2020

Nadiah Tan Abdullah
CHRO S.P. Setia
Associate Faculty OYAGSB

www.oyagsb.uum.edu.my/bigtulip2019

*TBC - To be Confirmed
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<tr>
<th>TIME</th>
<th>AGENDA</th>
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<tr>
<td>7.00am – 8.00am</td>
<td>Registration and Welcome Refreshments</td>
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<td>8.15am – 8.25am</td>
<td>Welcome Address by Hon. VC UUM</td>
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<td>8.30am – 8.50am</td>
<td>Official Address and Opening Ceremony by YAB Ketua Menteri Pulau Pinang</td>
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</table>
| 9.00am – 9.40am | Keynote Speaker #1
YB CHONG ENG
Ahli Majlis Mesyuarat
Pembangunan Wanita, Keluarga, Keterangkuman Gender dan Agama
Selain Islam
Kerajaan Negeri Pulau Pinang | Topic: Chong Eng’s Story – I Dared to Dream and Made it Happen |
| 9.50am – 10.15am | Group Photograph and Refreshments                                     | Morning Break                                |
| 10.20am – 11.10am | Panel Track #1:                                                       |                                              |
|               | YBhg Datuk Noripah Kamso
Chairperson
Bank Rakyat         | Panellists:                                                            |
|               | Prof. Dr. Yusnidah Ibrahim
Deputy Vice Chancellor
UUM                  | • YBhg. Datuk Wan Suraya Wan
Mohd Radzi
Secretary General Of Ministry of Entrepreneurial Development |
|               | Puan Norlida Azmi
Head, Human Resources
HSBC                    | • Dr. Nurmaryah Dato’ Mahzan
CEO, Malaysian Inst. of Accountants
Moderator: Madam Ong Bee Leng
CEO, PWDC             |
|               | Prof. Dr. Rosna Awang Hashim
School of Education & Modern Languages, UUM                         |
|               | YBhg. Dato’ Aliyah Karen, CEO MAA
Medicare Charitable Foundation                                      |
|               | Sainursalwa Sani, CHRO SME Bank                                      |
|               | Rina Sarif, President Elect, TULIPS Movement                         |
|               | Moderator: Associate Professor Dr. Hassan Abu Bakar - OYAGSB, UUM     |                                              |
| 11.15am – 12.00pm | Speaker #2: Exemplary Women Leader: YB Nurul Izzah Anwar               | Topic: Step Up to Lead: Why Women Leaders must be Authentic and Fearless |
|               | Member of Parliament, Malaysia (TBC)                                   |                                              |
| 12.10pm – 1.00pm | Panel Track #2                                                         | Topic: Bold Conversations: Women and Workplace issues |
|               | Panellists:                                                            | The Panel will explore several issues that are affecting women at the workplace, including: |
|               | Prof. Dr. Rosna Awang Hashim
School of Education & Modern Languages, UUM                         | I. Sexual harassment                        |
|               | YBhg. Dato’ Aliyah Karen, CEO MAA
Medicare Charitable Foundation                                      |
<p>|               | Sainursalwa Sani, CHRO SME Bank                                      |
|               | Rina Sarif, President Elect, TULIPS Movement                         | II. Bullying                               |
|               | Moderator: Associate Professor Dr. Hassan Abu Bakar - OYAGSB, UUM     | III. Gender Bias in succession management  |
|               |                                                                      |                                              |
| LUNCH BREAK  | 1.00pm – 2.00pm                                                       |                                              |</p>
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<tr>
<td>2.00pm – 2.30pm</td>
<td>SPEAKER #3</td>
<td>Topic: Smashing the Glass Ceiling - My Pioneering Story</td>
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<td>Dr. Vimaleswari Ramasamy MD, Malaysia Operations</td>
<td>IHS Markit Global (M)</td>
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<tr>
<td>2.40pm – 3.10pm</td>
<td>SPEAKER #4</td>
<td>Topic: Learning to Rise</td>
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<tr>
<td>3.15pm – 3.30pm</td>
<td>BOONSIRI SOMCHIT</td>
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<td>COO and Chief Conceptualist</td>
<td>Author of bestselling leadership book, 'When the Chicken Dies, Everyone Cries'</td>
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<td>XStrategise Technologies Sdn Bhd</td>
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<td>EVENING BREAK</td>
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<tr>
<td>3.15pm – 3.30pm</td>
<td>Panel Track #3: TULIPS MOVEMENT</td>
<td>TULIPS SPEAK OUT LOUD: Topic: Women and Workplace Issues: Mental and Emotional Wellbeing of Women Employees</td>
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<td>Panellists:</td>
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<td>• YM Raja Azura Raja Mahayudin Former Board Member, Chemical Company of Malaysia; Former CEO Yayasan Peneraju</td>
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<td>• Reena Kong, ACII Subject Matter Expert, Underwriter and Financial &amp; Risk Advisor</td>
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<td>• Malar Villi Suppramaniam EQ Expert, Founder Hearts &amp; Minds</td>
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<td>• Ulrika Brunner Country Director, INSPIRE Group Malaysia</td>
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<td>Moderator: Faz Kamaruddin Principal Consultant, COMPAS Former Group Talent Head, Air Asia</td>
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<tr>
<td>4.30pm – 5.10pm</td>
<td>SPEAKER #5</td>
<td>Topic: Winning Self Image and Self Esteem Tips</td>
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<td>The Image Creator Dr. Wendy Liew</td>
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<td>LUCKY DRAW</td>
<td>END OF DAY 1</td>
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<td>END OF DAY 1</td>
<td>5.15pm – 5.30pm</td>
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www.oyagsb.uum.edu.my/bigtulip2019
## Big Tulip Summit Itinerary
### DAY 2: 21 AUGUST 2019 (8.30 AM - 1.00 PM)

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<tr>
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<tbody>
<tr>
<td>7.00am – 8.20am</td>
<td>Registration and Welcome Refreshments</td>
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</tbody>
</table>
| 8.30am – 9.10am | **SPEAKER #6**
DR. SANGEETA KAUR
CEO, Emerging Journey Asia                                             | **Topic:**  
*Know Your Personality*                                                   |
| 9.20am – 9.50am | **SPEAKER #7**
Dr. A.J Minai
CMO and Co-Founder Subture                                                 | **Topic:**  
*Change Your Mindset to Fulfill Your Potential*                            |
| 10.20am – 11.20am | **Panel Track #4**
**The Women TechBlazers**
- Rina Neoh
  Board Member, MATRADE; Venture Capitalist and Co-Founder Ficus Capital
- Dzuleira Abu Bakar
  CEO MaGIC
- Chong Chye Neo
  Board Member, BURSA Malaysia
- Dr. Norrizan Razali
  MD, Tech Capacity
**Moderator: Shamini Manikam**
CEO, Tink Tank Singapore and Malaysia                                     | **Topic:**  
*Closing the Gender Gap in Tech: Challenges and Opportunities for Women in the Tech Space*

Tech is known as a male dominated field. According to a study by PwC, only 3% of females say a career in technology is their first choice and only 5% of leadership positions in the tech industry are held by women – the fact doesn’t mean that women can’t compete and thrive.

This panel will discuss the gender gap issues, challenges faced by women in building a career in technology and offer strategies and tips that open up opportunities to women to succeed.

*Source: [https://www.pwc.co.uk/who-we-are/women-in-technology/time-to-close-the-gender-gap.html](https://www.pwc.co.uk/who-we-are/women-in-technology/time-to-close-the-gender-gap.html)*

| 11.30am – 12.20pm | **Panel Track #5:**
**C Level Insights**
Panellists
- Dr. Marcella Lucas
  CEO, LeadWomen
- Prashant Chada
  CEO, Mercer Malaysia
- Nadiah Tan Abdullah
  CHRO, SETIA Group
- Grace Chan
  Senior GM, HR Berjaya Group
- Shazmi Ali (TBC)
  HR Director, SHELL Malaysia
**Moderator: Ulrika Brunner**, Country Director, INSPIRE Group Malaysia | **Topic:**  
*Women vs Women at Workplace – The Crab in the Basket Experience?*

It is generally perceived that the biggest obstacle to women’s rise to leadership positions are posed by other women. Jealousy, constant bad mouthing and back stabbing at the workplace are some of the exciting issues that the panel will address to debunk the perception.

| 12.30pm – 1.00pm | **SPEAKER #8**
Associate Professor Dr. Marlin Marissa Malek
Director CUIC, UUM
Resident Faculty, OYAGSB                                      | **Topic:**  
*Be the Best Version of YOU*                                       |

<p>| <strong>LUNCH BREAK</strong> | <strong>1.00pm – 2.00pm</strong> |</p>
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| 2.00pm – 3.00pm | GAME BASED LEARNING ACTIVITY BY KNOLSKAPE  
Facilitator: Gurpreet Singh | Topic:  
Women and Risk Taking – Riding the Risk Wave  
Behind every big decision you have ever contemplated as a woman professional – whether choosing your education, place of living, partner or career – there is a risk at bay.  
• What is the biggest risk you have taken in your life?  
• Are all risks dangerous and must be avoided?  
• Is there a gender bias/stereotype to risk taking?  
Risk taking can be a worthwhile and an inevitable trait to examine and develop and realize your full potential at work and life. |
| 3.10pm – 3.40pm | Speaker #9  
Nur Raudhah Nazran Nazri  
Founder & CEO Y-Accelerate  
Team Leader of Year Award – Enactus UK | Topic:  
The Millennial Voice – We can Do Something Great, Together |
| 4.15pm – 5.00pm | PANEL TRACK #6  
Linkedin Icons & Influencers  
Panellists  
• Hanie Razaif Bohlender  
“Career Doctor” GM, Dragonfire Consultancy  
• Suraya Kulop  
Head, APEC 2020 Secretariat  
• Ida Hanim Schien  
Asia EQ  
Moderator: Emilia Zainol  
MD, Q3 Management Solutions Sdn Bhd | Topic:  
Authentic Personal Branding - Dare and Do for Career Success  
The panellists are leading Linkedin Influencers and they will share the secrets behind authentic personal branding and how it can lead to career success. |
| END OF SUMMIT | GRAND PRIZE LUCKY DRAW  
End of Summit  
5.00pm – 5.15pm |                                                                             |
# Big Tulip Summit

## National Women Inspiring Women Programme 2019

**DARE TO DREAM - MAKE IT HAPPEN**

**20 & 21 AUGUST 2019 - JEN Hotel, Georgetown**

*Not for Profit Event · Partial Sponsorship received*

### Fee Details

<table>
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<tr>
<th>Category</th>
<th>1-2 participants</th>
<th>3-4 participants</th>
<th>5 &amp; Above</th>
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<tr>
<td>PROMO FEE</td>
<td>RM900 per participant</td>
<td>RM800 per participant</td>
<td>RM700 per participant</td>
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<td>Less Partial Sponsorship from Penang State Government</td>
<td>RM100 per participant</td>
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<tr>
<td>Nett Payment pp - PAY THIS AMOUNT</td>
<td>RM800 per participant</td>
<td>RM700 per participant</td>
<td>RM600 per participant</td>
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Programme fee 100% claimable under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.

### Payment Details:

- **Payment to be made to:** Universiti Utara Malaysia
- **Bank:** Bank Islam Malaysia Berhad
- **Account Number:** 0209 3010 0000 10

Kindly email proof of payment to: saharah@uum.edu.my ; atie@uum.edu.my

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## BIG TULIP HIGHLIGHTS – ATTRACTIVE LUCKY DRAW PRIZES

- **Complimentary CV Review Session**
- 8 Inspirational Women Speakers
- Mentoring Network
- Lots of Lucky Draw Prizes and Door gifts
- Supported by Professional organisations
- Panel of 20 High Profile Women Leaders
- Building networks with peers across sectors
- Extremely low fee for groups of 5 and above
- **Plus complimentary CV review session**

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##CONTACT DETAILS

- **Mr Badrie Abdullah**
  - Director
  - Tel: 017-369 1386
  - Fax: 04-928 7160
  - Email: badrie@uum.edu.my

- **Saharah Saad**
  - Executive Officer
  - H/P: 011-1129 3060
  - Email: saharah@uum.edu.my

- **Corporate Executive Education & Development**
  - Othman Yeop Abdullah Graduate School of Business
  - Universiti Utara Malaysia
  - 06010 Sintok, Kedah Darul Aman
  - website: www.oyagsb.uum.edu.my

# Big Tulip Summit

National Women Inspiring Women Programme 2019  
DARE TO DREAM - MAKE IT HAPPEN  
20 & 21 AUGUST 2019 - JEN Hotel, Georgetown

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Please email registration form to: saharah@uum.edu.my and cc: badrie@uum.edu.my

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<th>Total Fee Payment</th>
<th>(Please refer to Programme Fee Table)</th>
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**Cancellation Policy and Postponement of Programme**

Because attendance at this programme requires significant advance preparation, refunds are not permitted. Invoice once issued cannot be cancelled except for exceptional reasons. Registrants who cancel less than 7 days in advance may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations.