



**PAM 2018
CONVENTION**
ARCHIPRENEUR

FRIDAY 20 APRIL 2018

9.00 am to 5.30 pm

PAM Centre, Kuala Lumpur

a toolkit for the BUSINESS OF ARCHITECTURE

In an increasingly competitive globalised world, Malaysian architects must adapt their business practices and become agile entrepreneurs, exceeding their clients expectations, developing their people and ensuring that they are in compliance with their contractual and legal obligations as an architect.



Architecture is a service business. An Architect is given a program, budget, place and schedule. Sometimes the end product rises to art - or at least people call it that.

Frank Gehry

8.30 am	Registration & Light Breakfast
9.10 am	Welcome Address Ar Ezumi Harzani Ismail, President PAM
9.20 am	SIA Time Management Software
10.00 am	Sketching your Dreams
	Finding & Keeping Talent in a demanding service industry
10.40 am	Annaliz Abu Bakar, Chief Human Resource Officer, Prince Court Medical Centre
11.20 am	Ar. Masyerin Mohd Noor, Director & Ar. Norashidah Abdul Wahab, Director Domaine Architects Sdn Bhd.
12.00 pm	Q & A
12.30 pm	Lunch and Architectural Movies
	How to succeed as an Entrepreneur
2.30 pm	Dr. Marceline Lemarié, Group CEO & Head of Business Development Asia Pacific, Katchi Group Sdn Bhd.
	Architectural Practice of the Future
3.10 pm	Zachary Ong, Principal, Zachary Haris Ong & Assoc., President of ico-D
3.40 pm	Ar. Mohamad Saifullah Rodzi, Principal, MSR ARCHITECT
4.00 pm	Sales and Marketing for Architects Ian Davies @ Hj Iskandar Abdullah, M.D. ArcRadius Consulting Sdn Bhd
4.40 pm	Panel Discussion - moderated by Ar (Dr) Mohd Zulhemlee, Immediate Past President PAM
5.20 pm	Closing Remarks & Afternoon Tea



REGISTRATION FEES (inc of 6% GST)

PAM Members	RM80.00
PAM Student Members/Students	RM20.00
Others	RM120.00

Please call +603 2202 2866 or email dini@pam.org.my for further enquiries.
LAM CPD points have been applied.

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