



OBJECTIVE

To inspire PAM Members to look forward on how to stimulate the profession and business of architecture in these trying times by thinking out of the box yet engaging in specialist or diverse work which adds value to the work of Architects as well as to the public.

DISCUSSION OUTLINE

1. The post pandemic effect to the business i.e., staff retrenchment, reduce of cost of operation etc.
2. The effect from Government's temporary measures to the business i.e., PENJANA, COVID-19 Act (2020)
3. Step forward to advanced technology i.e., digital transformation, artificial intelligence, touchless technology etc
4. To step up the promotion of architecture profession in giving valuable contribution to society.

DELIVERABLES

At the end of the workshop, we should arrive at an agreement or consensus on how to look out for opportunities during crisis, the need to promote Architects' work after completion, how and why Architects should take the business of Architecture into their own hands.

WORKSHOP FORMAT

This will be an **ONLINE** Workshop. Participants will be divided into **5 breakout rooms**. The breakout room will represent each group category.

No.	GROUP CATEGORY	FACILITATORS
a.	Small Firm (1- 10 no. of staff)	Ar. Wan Sofiah Wan Ishak
b.	Medium Firm (11 - 50 no. of staff)	Ar. Mustapha Kamal Zulkarnain
c.	Large Firm (over 50 no. of staff)	Ar. Chan Seong Aun
d.	Employed Architects/Corporate member in private or government sector	Ar. Datin Dr. Norwina Mohd Nawawi
e.	Self-employed providing other services pertaining to architecture	Dr. Sharifah Salwa Syed Mahdzar

POP WORKSHOP 2.0 (ONLINE EDITION) ORGANISING COMMITTEE

Ar. Almaz Salma Abdul Rahim
Ar. Azim A. Aziz
Ar. Che Wan Ahmad Faizal
Ar. David Teoh
Ar. Zamri Ismail

Ar. Lee Sze-Ee
Ar. Mustapha Kamal Zulkarnain
Dr. Sharifah Salwa Syed Mahdzar
Mr. Suffian Shahabuddin