Millennial Media Hub
By Volt On Sdn Bhd

Tourism PAHANG MALAYSIA | MILLENNIAL MEDIA TRAINING 2023

SOCIAL MEDIA REVOLUTION:
SYNERGISING PAHANG TOURISM INDUSTRY

Harnessing Influence: Empowering Tourism Through Social Media Amplification

Organised By:

VOLT ON

VOLT ON SDN BHD
(1253043-X)

HRD CORP
REGISTERED TRAINING PROVIDER

In Partnership With:

Tourism PAHANG MALAYSIA

COURSE CODE MM60: SOCIAL MEDIA MANAGERS
(Training Programme No. : 10001151069)

Session 1
Industri Pelancongan:
Hotel, Tanah Tinggi,
Bandar

Date:
25, 26 & 27 Jul 2023

Venue:
The Zenith & SAS
International
Convention Centre
Kuantan, Pahang

Sesion 2
Industri Pelancongan:
Hotel, Cruise, Pulau,
Pantai

Date:
8, 9 & 10 Aug 2023

Venue:
Heritage Hotel
Cameron Highland,
Pahang

Sesion 3
Industri Pelancongan:
Hotel, Alam Semula
Jadi, Kembara

Date:
15, 16 & 17 Aug 2023

Venue:
Heritage Hotel
Cameron Highland,
Pahang

Sesion 4
22, 23 & 24 August
2023

Kuantan

Tourism Services &
Restaurant Industry

HARNESSING INFLUENCE: EMPOWERING TOURISM THROUGH SOCIAL MEDIA AMPLIFICATION

The Malaysian tourism industry is facing a critical imperative to swiftly adopt social media as an indispensable marketing tool and cultivate strong synergies among industry players. After enduring severe repercussions from the COVID-19 pandemic, Malaysia has fallen behind neighbouring destinations such as Indonesia and Thailand.

By leveraging social media's transformative potential and fostering robust collaboration within the sector, Malaysia can effectively position itself as a compelling and sought-after tourism haven for international travellers.

This strategic shift is paramount to revitalising the industry and capitalising on the burgeoning global demand for exceptional post-pandemic travel experiences.

To regain its position, the industry can benefit from training with Tourism Pahang Millennial Media Training 2023, which offers specialised skills in social media, leveraging latest tourism data from their comprehensive big data system, and utilising our cybertroopers' capabilities.

This collaboration will empower the industry to develop enhanced social media strategies and leverage social commerce for impactful promotion and increased market share.

WHAT'S COVERED?

- Equip tourism industry professionals with advanced social media skills, specialized knowledge and skills in social media marketing. Enabling them to effectively utilize various platforms and tools for promotion and engagement.

- Utilize data-driven insights for targeted marketing strategies leveraging the comprehensive big data system offered by Millennial Media Hub to analyse consumer behaviours, preferences, and trends. Harnessing these insights to develop targeted marketing strategies that resonate with their desired target audience.

- Enhance social media strategy for maximum impact, gain a deep understanding of SocMed algorithms and content creation techniques. Enable them to optimize their social media presence, increase brand visibility, and drive meaningful engagement with potential travellers.

- Leverage social commerce for revenue generation, tap into the growing trend of online purchases and transactions through social media platforms, thereby expanding their revenue streams and boosting tourism-related sales.

5
Professional Panel's in Media dan SocMed

100+
Participants from Hotel, Restaurants, Tourism Services

4
Series of training based on tourism's sectors and industry locality

3 Days
HRDCorp Claimable Courses

AMONG OUR FEATURED TRAINER

Che Wan Badrul Alias

Che Wan Badrul Alias, an esteemed and award-winning journalist, brings a wealth of media expertise as a certified HRDF-TTT in-house Trainer. Renowned for his exceptional talent in breaking impactful national stories and conducting metadata analysis, he currently leads Millennial Media Hub's teams specializing in content development and corporate cybertrooper defence with unwavering professionalism.

His strategic media guidance, tailored to government agencies, tourism organizations, and major corporations, consistently delivers optimal crisis management solutions and digital monetization strategies. Che Wan's remarkable skills and vast experience make him and his team valuable assets in the realm of media and corporate communications in the era of Millennials.

Ferdy Fauzi

Graduated in Computer Engineering in Case Western University, Ohio, Ferdy Fauzi is founder of Apps Malaya, IT based company which consults and trains people on how to develop mobile application. Previously, he worked as an IT analyst in corporate banking and already in IT industry for 12 years.

Ferdy also is a certified Mobile Application Developer by MDEC and Ionic Academy and member of Malaysia Freelance Association (MAFA) in 2018. He is one of the recipients of MDEC's Integrated Content Application Development Program Fund Batch 3 (ICONAPP 3) in 2015.

In addition, he has strong fundamentals Mobile Application such as Swift, Ionic Framework, React Native and back end programming such as PHP. Also, he develops mobile apps for startups, government and private agencies. Some of his mobile apps he developed already published in Google Play and Appstore such as myCuaca, iFaraid (iOS) and Impulse Studio.

PROGRAMME AGENDA

DAY 1 (WORKSHOP)

8.30 AM	Registration & Networking Breakfast
9.30 AM	Millennial Media Hub Strategy/ Gearing Up Digital Exposure/Insight on National-Level Tourism Strategies
11.30 AM	Media Investment/Cybertroopers/ Key Opinion Leaders (Kol's) Sessions
1.30 PM	Networking Lunch
2.30 AM	Develop Impactful Tourism Content (Posting & Graphics Editing)
5.30 AM	Training Evaluation Refreshment End Of Training Day 1

DAY 2 (WORKSHOP)

8.30 AM	Registration & Networking Breakfast
9.30 AM	Introduction of Sosial Commerce/ Understanding Sosial Media Platform
11.30 AM	Building Social a Commerce Strategy/Social Media Advertising for Commerce
1.30 PM	Networking Lunch
2.30 AM	Influencer Marketing & User Generated Content/ Social Commerce Tools Technology
5.30 AM	Training Evaluation Refreshment End Of Training Day 2

DAY 3 (CLOSE EVENT)

8.30 AM	Registration & Networking Breakfast
9.30 AM	Impactful Video Content Workshop
11.30 AM	Invited Panel Sharing Sessions: Producing Powerful Video - TikTok, FB, IG, Youtube
1.30 PM	Networking Lunch
2.30 AM	Video Editing Sessions - TikTok, FB, IG, Youtube
4.30 AM	Tourism Pahang Sessions/Training Assessment & Evaluations Refreshment End Of Training Day 3

PACKAGES & HOW TO REGISTER

INDIVIDUAL PACKAGES

RM 2,600.00
per pax

GROUP PACKAGES

RM 2,400.00
per pax
(Minimum 3 participants)

* We would require a 30% upfront payment upon confirmation.

** Full payment shall be made two (2) weeks before the training date. (For Non-HRDCorp Registered Employers only)

All packages include

- Access to Training and Networking Sessions
- Coffee & Tea Breaks
- Breakfast, Lunch, High Tea
- Training Facilities
- Training Modul and Training Tools
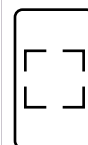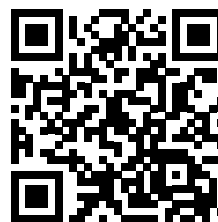
*Accommodations are not included

EARLY BIRD RATE
10% DISCOUNT
Register before 20th July 2023

HOW TO REGISTER

Click button below

REGISTER

atau scan the **QR Code:**

Scan Me!

For more information, please email at:
myvolton@gmail.com