



INDEC



JT Frank  
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1st Announcement

A Special Invitation to participate in the

**4th JT Frank**

**Global Practice of Knowledge Management (POKM) Conference 2008**

*and incorporating the*

**GLOBAL Practice of Knowledge Management (POKM) Fair 2008 & Emerging Knowledge Organisation (GEKO) Award 2008**

5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> May 2008

Kuala Lumpur, Malaysia



The 3rd JT Frank Global POKM Conference 2007 - (3rd - 6th Dec 2007)

*Greetings from JT Frank Academy, Kuala Lumpur, Malaysia!*

We are inviting International Participant like yourself to participate in this highly unique Global Practice of Knowledge Management (POKM) Conference.

**Day 1 (5<sup>th</sup> May 2008 – Monday) – JT Frank Academy, Kuala Lumpur**

- International Participants will attend a Full-day Pre-Conference Workshop at JT Frank Academy.
- This workshop will provide a comprehensive overview of the 8 key focus and the 6 key enablers of the Practice of Knowledge Management (POKM). It will highlight how OKM assists organizations globally to increase Operational Excellence, enhance Customer Responsiveness and accelerate Innovation Intensity in the Knowledge-driven Economy.
- This workshop serves to prepare the International Participants for the 4<sup>th</sup> JT Frank Global POKM Conference 2008 on the 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> May 2008.
- **Pre-Conference Workshop Title** – Securing Competitive Advantage and Sustainable Performance through the PRACTICE OF KNOWLEDGE MANAGEMENT (POKM)
- **Pre-Conference Workshop Learning Focus** – A structured approach to transform an organization to be more Self-driven, Pro-active, Collaborative and Innovative Contributing to a higher level of OPERATIONAL EXCELLENCE, CUSTOMER RESPONSIVENESS and INNOVATION INTENSITY

**Day 2 (6<sup>th</sup> May 2008 – Tuesday) – Official Conference Hotel, Kuala Lumpur**

- International participants will participate in the 4<sup>th</sup> JT Frank Global POKM Conference 2008 on 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> May 2008. 300 participants are expected. The delegates will have the opportunity to interact with participants from 30 countries globally.

**The Global POKM Conference takes the view that :-**

- The Practice of Knowledge Management (POKM) is about achieving SIGNIFICANT and SUSTAINABLE PERFORMANCE by adopting 8 KEY SELF - DRIVEN MINDSETS and HABITS (Focus), namely – K - identification, K - acquisition, K - application, K - sharing, K - development, K - creation, K - preservation and K - measurement
- The INTERNALISATION of these mindsets and habits (Focus) transform individuals, teams and organisations to be more self - driven, pro - active, collaborative and innovative
- In this context, The JT Frank POKM model offers a HIGHLY STRUCTURED and INTEGRATED APPROACH to pioneer, sustain and innovate the Practice of Knowledge Management facilitated by 6 KEY ENABLERS, namely – Physical architectures, Structural design, POKM Policy/Roadmap, Culture - driven K - tools, Innovative Knowledge Professionals and Technology
- The Practice of Knowledge Management (POKM) is a progressive journey in pursuit of ORGANISATIONAL DEVELOPMENT/IMPROVEMENT by capitalising on the collective tacit and explicit knowledge of the enterprise

## ! NOTE

- (1) 4 out of 13 Malaysian Emerging Knowledge Organisation (MEKO) Award 2005, 2006 and 2007 Winners will be selected as the GEKO Award 2008 Finalists to deliver their POKM Journey/Roadmap in the 4<sup>th</sup> JT Frank POKM Conference 2008 on 6<sup>th</sup> May 2008.

MEKO Award 2005	MEKO Award 2006	MEKO Award 2007
1) HCM Engineering Sdn. Bhd. 2) Sunway City Berhad 3) Kontron Manufacturing Services (M) Sdn. Bhd. 4) Segi College, Subang Jaya 5) Orisoft Technology Berhad	1) Petroleum Management Unit - Petronas 2) IT Shared Services Centre - Sunway Shared Services Sdn. Bhd. 3) Information Resources Management Division - Malaysian Agricultural Research and Development Institute (MARDI)	1) Kontron Manufacturing Services (M) Sdn. Bhd. 2) National Institute of Public Administration (INTAN) 3) Sunway Medical Centre and Islamic Science University of Malaysia (USIM) 4) Bintulu Port Sdn. Bhd.

- (2) To achieve maximum conference learning impact, we have specially allocated 1 ½ hours for Questions and Answers.
- (3) During the Conference (6<sup>th</sup> May 2008), these 4 Presenting Organisations will compete to be the Ultimate Winner of the GEKO Award 2008.

### Day 3 (7<sup>th</sup> May 2008 – Wednesday) – Official Conference Hotel, Kuala Lumpur

- Presentation of the POKM Journey/Roadmap by Organisations from 10 Countries

#### ! NOTE

- (1) JT Frank Academy is currently evaluating and selecting the POKM journey/roadmap of the Potential Organisations from 10 countries to be featured in the 4<sup>th</sup> JT Frank Global POKM Conference 2008.
- (2) Potential Organisations from the following countries are currently under considerations :-

(1) Malaysia	(4) Brunei	(7) Vietnam	(10) Bangladesh	(13) Bahrain	(16) Egypt
(2) Singapore	(5) Indonesia	(8) Hong Kong	(11) Jordan	(14) UAE	(17) Mauritius
(3) Thailand	(6) Philippines	(9) India	(12) Oman	(15) Kuwait	(18) South Africa

### Day 4 (8<sup>th</sup> May 2008 – Thursday) – Official Conference Hotel, Kuala Lumpur

- GEKO (Practising Organisation Category) - Questions and Answers Session
- CEOs and/ or POKM Team Leaders of the 4 GEKO Award 2008 Finalists will be present to take questions regarding their POKM journey/roadmap
- Assessing the POKM Journey of the 4 GEKO Award 2008 Finalists

#### During the Fair, specially invited Guest Speakers will deliver presentations on :-

- KM Portals, KM/E-Learning infrastructures, and a variety of KM IT Solutions (including K-sharing / collaborations, K-creation / innovation, K-preservation and related tools) as Key enablers to initiate, sustain and innovate the Practice of Knowledge Management.
- graduate studies in Knowledge Management, the future of Chief Knowledge Officers/ Knowledge Strategists and emerging careers in KM/K-based Economy,
- human capital development for the K-based Economy with special focus on Intellectual Property/Intellectual Capital Management, Organisation Development/ Transformation, Change Management, Creativity/ Innovation, Developing K-workers/ Innovative K-Professionals and others,
- POKM related initiatives.

More about this unique JT Frank Global POKM Conference 2008

#### The POKM Journey / Roadmap

When presenting their POKM journey / roadmap, all the 4 GEKO Award 2008 Finalists will highlight:-

- 1) the value proposition(s) / strategic benefits of POKM in the context of the organization's direction-Vision, Mission and Philosophy,
- 2) the impact of their operating POKM Policy,
- 3) the structured POKM roadmap they have formulated and implemented to achieve the desired results,
- 4) how they capitalize on key enablers (including technology) to make POKM work,
- 5) how communities of Practice (COPs) are initiated and sustained,
- 6) how key culture-driven K-tools are deployed to facilitate and sustain POKM,
- 7) their POKM success stories and challenges,
- 8) the impact of innovative physical architectures as POKM enablers,
- 9) key initiatives adopted to nurture Innovative K-Professionals to be more self-driven, pro-active, collaborative and innovative,
- 10) key measurement indicators to assess the progress and impact of the POKM journey.

## The 9<sup>th</sup> JT Frank Academy POKM Forum and Graduation Ceremony 2008

The JT Frank Global POKM Conference 2008 will incorporate the 9<sup>th</sup> JT Frank Academy POKM Forum and Graduation Ceremony. International Participants will be presented their Certificates ON STAGE during the Conference

### Certificate of Recognition

International Participants will be issued the Certificate of Recognition:-

- 1) for their participations and contributions in the Conference,
- 2) for challenging the Knowledge Management Practices of the 4 Presenting Organisations during the specially allocated 1 ½ hours Questions and Answers Session and
- 3) for the strategic role they play to assess the Practice of Knowledge Management in the 4 Presenting Organisations.

### Grand Group Photograph

All International Participants will be invited to take a Grand Group Photograph at the end of the Conference

The Global POKM Fair 2008

10.00am to 6.00pm (Thursday) 8<sup>th</sup> May 2008

- The Fair is organized in conjunction with the 4<sup>th</sup> JT Frank Global POKM Conference 2008.
- It is originally created to provide a platform for all International Participants to network with Key organisations that supports the Practice of Knowledge Management in the K-based Economy
- Participation in the Fair is by special and exclusive invitations only.
- It is an innovative and interactive event

The GEKO Award 2008 Grand Presentation Ceremony and Dinner

7.30am to 11.00pm (Thursday) 8<sup>th</sup> May 2008

- More than 300 Innovative Knowledge Leaders are expected to be present. All International participants will be invited as Special Guests to attend this prestigious GEKO Award 2008 Grand Presentation Ceremony and Dinner.
- 30 Key Organisations globally will be recognized and honored for their achievements and contributions in the Practice of Knowledge Management.
- The winners of the GEKO Award 2008 and their final rankings (1<sup>st</sup> to 4<sup>th</sup> Placing) will be officially announced
- The Grand Presentation Ceremony and Dinner will be accompanied by spectacular performance. And it will be a colorful celebration.

### The Global POKM Conference Package

The total investment per International Participant is only USD1800. And it includes:-

- (a) The Pre-Conference Workshop materials and workshop fee for Day 1 (5<sup>th</sup> May 2008)
- (b) The Conference bag, materials and Conference fee for Day 2, Day 3 and Day 4 (6<sup>th</sup> May to 8<sup>th</sup> May 2008)
- (c) The Certificate of Achievement for Day 1 (5<sup>th</sup> May 2008) International Participants will be presented their Certificate ON STAGE during the Conference.
- (d) The Conference Certificate of Recognition for Day 2, Day 3 and Day 4 (6<sup>th</sup> May to 8<sup>th</sup> May 2008)
- (e) The Special Pass to participate in the exclusive Global POKM Fair 2008 (8<sup>th</sup> May 2008)
- (f) An Official Invitation as Special Guests to attend the prestigious Global Emerging Knowledge Organization (GEKO) Award 2008 Grand Presentation ceremony and Dinner on 8<sup>th</sup> May 2008
- (g) 5 nights stay in the Official Conference Hotel, Kuala Lumpur, Malaysia. ( From Sunday-4<sup>th</sup> May 2008 to Thursday-8<sup>th</sup> Dec 2008). Only if you pay on advance
- (h) Transport from Kuala Lumpur International Airport to Hotel and Hotel to Kuala Lumpur International Airport (Only applicable to International Participants that stay in the Official Conference Hotel)
- (i) Meals for 4 days ( 1 Breakfast, 2 tea/coffee breaks and 1 lunch)-5<sup>th</sup> May 2008 to 8<sup>th</sup> May 2008 ( It does not include meals on 4<sup>th</sup> May 2008-Sunday)

The 4 days in Malaysia will definitely be a fantastic learning and networking experience for all international participants

**! NOTE** ▪ The USD1800 does not include air fare

#### Early Registration and Payment deadlines

- Participants that register on or before 21<sup>st</sup> March 2008 → USD1700

#### Late Registration and Payment deadlines

- Participants that register on or before 21<sup>st</sup> April 2008 → USD1800

**! NOTE** All Registration must be accompanied by full Conference fee payment  
No Registration will be accepted after 21<sup>st</sup> April 2008

**! NOTE** If you are interested to participate, just e-mail us the following details:-

- Name of participant(s)
- Passport Number
- Job Title(s)
- Name of Organisation
- Website
- Country
- Person to Contact
- E-mail Address
- Telephone Number
- Fax Number

**We certainly look forward to your participation. We await a prompt reply.**

**Have a fruitful day!**

**Warmest regards,**

Ghassan Abdulrahman

Director General

**INDEC**

(A JT Frank Global Collaboration Partner)

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(You do not need to fill in any registration form)

**Payment details:** Please make the necessary arrangements to pay the full Conference fee to the contact below:-