

Digital Upskilling for Boards

Monday, 5 August 2019
Conference Hall 1, Securities Commission Malaysia

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CPD
POINTS

ABOUT INSTITUTE OF CORPORATE DIRECTORS MALAYSIA (ICDM)

ICDM is a professional institution dedicated to enhancing the professionalism and effectiveness of corporate directors in Malaysia. As the one-stop centre that caters for all board and director needs, ICDM's goal is to promote good governance amongst boards of companies by:

- Developing professional competence of directors
- Building a pipeline of capable directors
- Promoting research and development on the law and practice of corporate governance
- Representing directors' interests by lobbying and advocating on issues affecting directors
- Providing a platform for networking and directorship opportunities through membership

ABOUT THE PROGRAMME

Digitalisation is the hottest topic in town – but companies are now having to look into not just 'why', but 'how' and 'what' to do next.

The 'disruption' caused by digital technology is one of the biggest threats facing companies today. The reason for this is often straightforward. Many companies simply aren't prepared for the new demands of the digital transformation. And even if a company understands the technologies, they are often surprised by its new and disruptive applications. Or, they don't foresee the changing demands of the market/consumers or take the new market entrants seriously. For some, they simply don't see the new opportunities of the digital age.

Most boards feel outmatched by the ferocity of changing technology, emerging risks and up and coming competitors. So, what can and should companies do in response to this new operating environment? For a start, they need to adjust the mindset – the corporate culture. Also, they need to understand the implications of the digital transformation for existing business models. The change in mindset (by making it more appropriate for the digital age) has to start at the top. Recent research shows that companies with a digitally savvy board perform better.

Boards must move beyond an arms-length relationship with digital issues. Digitalisation is not to be treated as another mega trend in the ritual annual strategy but as an integral component of the overall corporate strategy. With better knowledge of the technology landscape, directors can understand its potential impact on different parts of the business and its value chain and how digitalisation can undermine existing strategies and stimulate the need for new ones.

LEARNING OUTCOMES



Develop a digitally savvy board strategy



Identify various issues and concerns in a social media environment and an IoT environment



Understand the impact of artificial intelligence on board dynamics



Develop a positive attitude towards digital change



Analyse 'your' business to discover which digital strategies can benefit your company

"We live in a new age of digital opportunities."

PROGRAMME

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8.30am - 9.00am	Registration
9.00am - 10.30am	Session 1 The 'Why' of Digital Upskilling
10.30am - 11.00am	Networking Break
11.00am - 12.30pm	Session 2 The 'How' of Digital Upskilling <ul style="list-style-type: none">• The Internet of Things, Blockchain and Smart Contracts – A Business Case
12.30pm - 1.30pm	Networking Lunch
1.30pm - 3.00pm	Session 2 The 'How' of Digital Upskilling <ul style="list-style-type: none">• Artificial Intelligence
3.00pm - 3.30pm	Networking Break
3.30pm - 4.30pm	Session 3 The 'What' of Digital Upskilling
4.30pm - 5.00pm	And Now What?

PROGRAMME CONTENT

This programme is divided into three sessions as follows:

Session 1

The 'Why' of Digital Upskilling

The 'why' has everything to do with the exponential growth of technology. We are currently experiencing a 'digitisation of reality'. This is the result of the global proliferation of new technologies. We now live in a digital era that is characterised by fast-paced, technology-driven social change. For companies, the future will be filled with vast opportunities, but it will also be a world of vast uncertainties.

- Customer-centricity
- New Competition
- New Business Models
- New Economies – Sharing Economy, Gig Economy, Circular Economy
- Disruption and the 'Gradual Then Suddenly' Principle
- The Response Challenge

Session 2

The 'How' of Digital Upskilling

Directors are going to need a much better theoretical understanding of the technologies surrounding computers, communication networks, artificial intelligence and big data. For many of them, the underlying technologies that are driving social change remain a mystery and that is a problem. They also need to think about other skills and capacities that are important in a world of unprecedented change. The focus should be on building skills and talents that will assist a company's management in making the right decisions under conditions of extreme uncertainty.

- Emerging technologies
- Digital investment
- The Internet of Things
- Blockchain
- Coding
- Artificial Intelligence

Session 3

The 'What' of Digital Upskilling

Uncertainty creates a huge challenge for companies. With the current pace of innovation and shorter innovation cycles, it seems obvious that new technologies are going to continue to transform every aspect of how companies operate. Constant technological disruption is the new normal. 'Old world' concepts, models, paradigms and ideas will no longer be applicable. The directors help a company stay relevant by the inclusion of diverse perspectives that are relevant to the company. A more collaborative model of the relationship with management ensures that these perspectives are incorporated into the decision-making processes in a way that adds genuine value.

- Digital as competitive advantage
- Digital divide between board and management
- Companies as 'Regulators'
- The Relevance Strategy

**“Companies with enough
digitally savvy board members
make more money.”**

FACILITATOR



Erik P.M. Vermeulen
ICDM Faculty Member

A Senior Legal Counsel, an Innovation Advisor, a Board/Advisory Member of several organisations and a Professor in various universities
The Netherlands

Erik P.M. Vermeulen is a Senior Legal Counsel at Signify (f.k.a Philips Lighting), an Innovation Advisor at a law firm in the Hague and a board/advisory member of several organisations, including a healthcare provider in The Netherlands and several startups. He is also a Professor of Business and Financial Law at Tilburg University and teaches international business law regularly at universities in Europe, the United States, Colombia and Japan and has appeared at numerous conferences as a featured or keynote speaker. Erik is also a co-owner of a Michelin star restaurant.

The combination of 'theory' and 'practice' has proven to be very successful. His role as a practitioner has provided a lot of input for his research on the life cycle of companies as well as corporate governance and culture. The main lesson learned is that stakeholder engagement is crucial to the success of companies around the world.

Erik can best be described as an innovator and has a blog where he shares insights and ideas about how the digital world is changing the way we live, work and learn. He has a particular interest in how artificial intelligence, sensors, data analytics and blockchain are amplifying and accelerating each other, thereby creating new opportunities across all areas of the economy and society.

Erik's thought-provoking and innovative views on business, leadership, governance, regulation and education have attracted international attention. He regularly serves as an expert advisor to international organisations, such as the European Commission, the Organization for Economic Cooperation and Development (OECD), the United Nations, the World Bank, and national and local governments around the world.



PARTICIPANT REGISTRATION FORM

ICDM | DIGITAL UPSKILLING FOR BOARDS

Monday, 5 August 2019 | Conference Hall 1, Securities Commission Malaysia
3, Persiaran Bukit Kiara, Bukit Kiara, 50490 Kuala Lumpur

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REGISTRATION TERMS & CONDITIONS

REGISTRATION FEE

PRICE PER PAX

ICDM Member	RM1,710 (This programme fee is exclusive of 6% SST)
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Non-ICDM Member	RM1,900 (This programme fee is exclusive of 6% SST)
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TERMS & CONDITIONS

Attendance Fees

- Fees include programme materials and refreshments.

Payment

- Registration(s) is confirmed only upon receiving full payment.
- Full payment must be made no later than 10 days prior to the programme date to:

Account Name	Institute of Corporate Directors Malaysia (ICDM)
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Bank Name	Maybank Islamic Berhad
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Account Number	564324609320
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Cancellation Policy

- Cancellation notice must be made in writing.
- The following cancellation charges apply:
 - Less than ten (10) working days before the event:
50% of the programme fee will be charged.
 - Less than five (5) working days before the event:
100% of the programme fee will be charged.
- Replacement of participant is acceptable to avoid incurring cancellation fees. Notification and details of the replacement of participant shall be given to the organiser no later than seven (7) days before the event.

Others

When providing ICDM with any personal data, you shall comply at all times with the Personal Data Protection Act 2010 (PDPA) and shall not in any way cause ICDM to breach any of its obligations under the PDPA Act.

Upon submitting the registration, the participant and the sponsored organisation are deemed to have read and accepted the terms and conditions.

For "Pay Later" option, please email the payment advice to development@icdm.com.my once you have made the payment. For further inquiries, kindly contact Jonathan or Paiza at 03-2276 3440.

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