

# DAY 1

Tuesday, 19 January 2016

2.00pm – 5.00pm

## Registration & Check-in

5.00pm

## Opening Session

The Opening Session will kick start Leap Inspire 2016 with an overview of the history of Siem Reap and the inviting properties of Starwood. Get to know the planning team and be acquainted with the exciting programme that will follow for the next few days!

6.30pm

## Opening Night

Join us on the grounds of Le Meridien's Pool & Palm Garden for a refreshing reception under the stars, and experience the excitement and enchantment of Khmer culture. This is the perfect icebreaking session to start conversations with fellow participants and the thinkers and movers in the Special Events and Creative Retail Industry, in Asia and around the world.



# DAY 2

Wednesday, 20 January 2016

7.00am – 9.00am

## Breakfast & Networking Session

9.00am

### Keynote Session 1

*Speaker: Diann Valentine*

#### ***"How to think out of the box even in a trend-led industry?"***

Be inspired by the effervescence and vivaciousness of Diann as she shares her creative insights into the Special Events & Creative Industry. Get tips on how to constantly and consistently be unconventional in an industry that is propelled by trends and stereotypes.

9.45am

### Keynote Session 2

*Speaker: Fred Then*

#### ***"Planning strategically to create a profitable small enterprise and elevate it into the next leap."***

As a serial entrepreneur, business coach, marketer and author, Fred has coached many startups into sustainable platforms. In this session, Fred will provide valuable insights on how to consolidate your existing capabilities and resources to grow your business towards your next milestone, which could be expansion, diversification or strategic sale.

10.30am

## Tea Break

11.00am

## Breakout Session Part 1

*Option 1*

#### ***"The Next Generation - Are they for us or against us?"***

When your business hits a plateau, what can you do to break that glass ceiling? Do you remain in your comfort zone, doing what you are familiar with, or do you step out to click the reset button to view your business from a fresh perspective? The new generation of entrepreneurs and customers possess innovative ideas and different methodologies

in business that seasoned business owners can learn from. Join Mike and David as they share their approach toward these new ideas and how they have injected fresh methodologies to expand their businesses and keep it current and sustainable.

*Option 2*

#### ***"Disruption - How does it apply in businesses today?"***

The term "disruption" is often used in today's business world. Business owners are constantly challenged to create disruption as another form of innovation. In this session, discover what exactly is "disruption" and how to apply it in business to push our services into a new level of growth? How do we measure the success of these disruptive measures and ensure that we are generating new revenue streams in the process?

12.00pm

## Lunch

1.30pm

## Breakout Session Part 2

*Option 1*

#### ***"Understanding the behavior and buying patterns of the next generation of customers: How to market your business effectively using social media?"***

In this digital age spurred by popular culture and rapid changes, how do we catch up as marketers and be on top of these quick turnovers? How do we market effectively to this new generation even as information and resources are readily available at a click of a button? How do you know if social media marketing will work for you? Our gurus will share with you insights and business tips to market your brand successfully, and also, how to leverage effectively on the specific social media, discussing what works and what don't.

*Option 2*

#### ***"What can a small business do to extend beyond the 10th Year milestone?"***

Specifically for businesses which have

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reached their 10th year anniversaries or beyond - How do we remain enterprising, continue to grow our passion, and ensure the longevity of our business? This session is designed exclusively for a close group of entrepreneurs who have already attained the 10th year mark in their businesses. It will be a strategic discussion platform where every entrepreneur will get to brainstorm, discuss challenges and be guided to a fresh set of action plans to explore new business opportunities.

**Option 3**  
***"Business fundamentals for launching a new product, a new brand or a new company"***

Sometimes, in order to enter a new market, diversify your business, or simply to satisfy consumer needs, you may decide to rebrand or even launch a new product or service. This session will empower you with the practical and fundamental tools to help you validate a new business idea, and more importantly launch it successfully.

**3.30pm**  
**Breakout Session Part 3**

**Option 1**  
***"Social Entrepreneurship – Is this your next leap?"***

Deep within the heart of every entrepreneur lies a desire to gather what we have grown in our business to contribute back to society. However, most of us may only have a vague idea of how to achieve this. Unlike a traditional business that is structured solely for profit, social entrepreneurs have various approaches in integrating corporate social responsibility into the business.

In this session, our speakers will share a step-by-step methodology on how to kick-start a social entrepreneurial initiative towards making a positive social impact whilst meeting basic financial needs of a business entity. Master the art of creating an effective model in your business that integrates your social and business goals.

**Option 2**  
***"Attracting the right clientele and managing them using the DISC methodology."***



Attracting the right pool of clients goes beyond simply possessing the skills and knowledge that we bring to the table as service providers. The success of any salesperson lies in their ability to connect quickly with a potential client, win him/her over with a pitch, seal the deal and finally, managing the client successfully through the delivery of service. Our EQ and ability to relate and adapt well to each client is arguably the most important skill in business. Using the practical DISC framework to explain client behavior, this interactive and insightful session will help you understand your unique behavioural styles, strengths and development areas. It will also shed light on the approach each client may prefer and the ideal techniques to adapt to these preferences.

**4.30pm**  
**Getting Ready**

**6.30pm**  
**Gala Extravaganza**

The Gala Extravaganza is one of the key highlights that every participant will look forward to in this conference. Come dressed in your most glamorous and be transported by the mystical beauty of Siem Reap. Savour a unique dining experience whilst soaking in the culture and be treated to a symphony of experiences that will tantalize your senses during this dinner gala.

# DAY 3

Thursday, 21 January 2016

7.00am – 9.00am

## Breakfast & Networking Session

9.00am

### Keynote Session 4

Speaker: David Beahm

*"What should we do when faced with market and organizational changes"*

As a veteran in a highly competitive and volatile industry, David has experienced several symbolic events that have changed and molded him and his business into the successful enterprise it is today. He shares with us the trials and tribulations he encountered in the course of running his firm, and how we can thrive on change, rather than succumb to fear.

9.45am

### Keynote Session 5

Panellists: Diann Valentine, Harijanto Setiawan, David Soong & Don Ho  
Facilitator: Hannah Chong

*"Learning the dynamics of collaboration amongst competition"*

In today's business world, who are our real competition? Is it our peers within

the same industry, or is it a phenomenon that has become a business threat? Your perception towards competition will determine your response and influence what you create. So is collaboration the next leap? We believe collaboration is an essential strategy for organizational growth. How can we foster it and align ourselves with the right alliances to create cutting edge strategies to transform our business?

10.30am

### Tea Break

11.00am

### Breakout Session Part 4

*"What can I bring home today after taking the LEAP?"*

At the end of this conference, we want our participants to be inspired and empowered with practical and structured plans that you can take home to share with your team. Sit in for a hands-on and sincere sharing session with industry peers across Asia and draft out an action plan you can bring back with you to implement immediately.

Location 1

Wedding Planners & Special Events

Planners or Decorators

Location 2

Photographers, Videographers or Artists

Location 3

Retail & Online Entrepreneurs or Boutique Owners

12.30pm

### Closing Fête

The conference does not end with keynotes and breakout sessions. We believe the best is yet to come. Join us for this final networking farewell luncheon and take this opportunity to seal friendships and continue conversations in an intimate fusion Khmer restaurant!

3.30pm

### Departures

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## WHAT TO EXPECT



Inspire  
International Speakers



Empower  
Breakout Sessions



Connect  
Exhibits



Relax & Retreat  
Recreation



Refresh  
Networking



Enchant  
Galas