

Chairman
Chemical Engineering Technical Division, IEM



REGISTRATION FORM		
Fax: 03 – 7957 7678 Email: nagajothi@iem.org.my Website: www.myiem.org.my		
Name(s)	Grade & IEM M'ship No.	Fees (RM)
Total Amount Payable		
Cheque no. _____ for the amount of RM _____ (non-refundable) and made payable to "THE INSTITUTION OF ENGINEERS, MALAYSIA".		

Company:			
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Contact Person:	Designation:		
Signature:	Date:		

IMPORTANT NOTES

- For **ONLINE REGISTRATION**, only **ONLINE PAYMENT** is applicable [via RHB Now and Maybank2u -Personal Saving & Personal Current; Credit Card - Visa/Master]. If payment is not received within the stipulated time, the registration fee will automatically be reverted to the normal fee.
- Payment via **CASH, CHEQUE, BANK-IN TRANSMISSION, BANK DRAFT, MONEY ORDER, POSTAL ORDER, L/O or WALK-IN** will be considered as **NORMAL REGISTRATION**.
- FULL PAYMENT must be settled before commencement of the event**, otherwise participants will not be allowed to enter the hall. If a place is reserved and the intended participant fails to attend the course, the fee is to be settled in full. If the participant failed to attend the course, the fee paid is non-refundable. Registration fee includes lecture notes, refreshments and lunch. IEM reserve the right to reject any L/O not in accordance with these instructions. The Organizing Committee reserves the right to cancel, alter, or change the program due to unforeseen circumstances. Every effort will be made to inform the registered participants of any changes. In view of the limited places available, intending participants are advised to send their registrations as early as possible so as to avoid disappointment.

**Half-day Workshop on The SOURCE for
 Innovation**

Speaker:
Dr Edwin Chung Chin Yau
 Date: 7th September 2013 (Saturday)
 Time: 9.00 a.m. – 1.00 p.m.
 Venue: C & S Lecture Room, Wisma IEM, PJ

BEM Approved CPD/ PDP hours: 4.0
Ref. No.: IEM12/HQ/237/W

REGISTRATION FEE		
Grade	Normal (Offline)	Online
IEM Student Member	RM50	RM30
Non-IEM Student Member	RM60	RM40
IEM Graduate Member	RM170	RM150
IEM Corporate Member	RM220	RM200
Non-IEM member	RM370	RM350

- **Closing Date : 3rd September 2013**
- **Online registration will NOT be allowed after the closing date.**

SYNOPSIS

Innovate or Die.

So it is said. But what is innovation and how do you innovate? What are the barriers to innovation and what are the key factors necessary to promote effective innovation?

These are poignant questions which hold the key to unlocking our innovation capacity.

After nearly a decade experimenting with the different approaches to teaching the art and science of innovation, the speaker believes that the key to unlocking your innovation capacity lies in your mindset. This half-day workshop is designed with 3 objectives as follows:

- Introduce participants to a definition of innovation as is commonly defined by most innovation practitioners;
- Introduce participants to a framework for innovation based on Design Thinking and some of its underlying tools/ techniques; and
- Review the underlying intent of design processes and how they are linked to the source of innovation.

BIODATA OF SPEAKER

Dr Edwin Chung is the Deputy Dean (Innovation and Enterprise) for the School of Engineering at Taylor's University and the Head for Taylor's Technology Innovation Centre. He holds Bachelor of Science majoring in Computer Science; a Bachelor of Engineering with first class honours majoring in Electrical & Computer Systems Engineering and a PhD from Monash University (Clayton). His academic research interest is in the area of asynchronous circuit design while his other intellectual research interests lie mainly in the art and science of innovation including the mental and organisational factors surrounding the learning and practise of innovation. He started his career in the semiconductor industry and has worked on various products design including a 3G baseband processor, a 32 bit microRISC controller core, an I/O control hub and a USB keyboard hub while he was with NEC Australia, Motorola Adelaide, Intel and Atmel respectively.

TENTATIVE PROGRAMME

Time	Events
8.30 a.m.	Registration
9.00 a.m.	Innovation refined
9.30 a.m.	Design Thinking: A framework for Innovation
10.00 a.m.	Design Thinking – Understand
10.15 a.m.	Design Thinking – Observation
11.15 a.m.	Break
11.30 a.m.	Design Thinking – Thinking Techniques
12.45 p.m.	Recap and Review of Design Process
1.00 p.m.	Session end and lunch

CANCELLATION POLICY

IEM reserves the right to postpone, reschedule, allocate or cancel the course. Full refund less 30% if cancellation is received in writing more than 7 days before date of the event. No cancellation will be accepted prior to the date of the event. However, replacement or substitute may be made at any time with prior notification and substitute will be charged according to membership status.

For further details please contact:
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c/o The Institution of Engineers, Malaysia

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