ORGANISED BY ELECTRICAL ENGINEERING TECHNICAL DIVISION (EETD)

IEM
The Institution of Engineers, Malaysia

WEBINAR TALK ON

BEYOND TECHNICAL EXPERTISE: PUBLISHING AND PERSONAL BRANDING FOR ENGINEERS

SPEAKER:
Ir. PROFESSOR DR. NAHRIZUL ADIB KADRI



1 December 2026
Tuesday

3 PM – 5 PM

BEM Approved CPD: 2
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Registration Fees
IEM Students : Free
IEM Members : RM 15
Non-IEM Members : RM70

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SYNOPSIS

Engineers possess valuable technical knowledge, practical experience, and innovative ideas, yet many opportunities to communicate their expertise beyond professional and academic circles remain unexplored.

This talk explores how engineers can leverage publishing and personal branding to enhance their professional visibility, credibility, and career opportunities. Beyond conventional academic publications, the session will highlight opportunities in book publishing, popular writing, media contributions, and digital platforms as effective channels for sharing knowledge and engaging wider audiences.

Drawing on practical experiences in publishing, media engagement, and professional communication, the session will also discuss the importance of storytelling, authenticity, and consistency in developing a meaningful professional identity.

Ultimately, the talk aims to inspire engineers to move beyond technical expertise, communicate their ideas confidently, and establish a professional presence that creates lasting value for their careers, organisations, and society.

SPEAKER'S PROFILE

Professor Ir. Dr. Nahrizul Adib Kadri is a Professor of Biomedical Engineering at Universiti Malaya and Director of UM Press. He holds a Bachelor's degree in Biomedical Engineering from Universiti Malaya (2001), a Master's degree from the University of New South Wales, Australia (2003), and a PhD in Microengineering from the University of Surrey, United Kingdom (2011).

His research interests include biomedical microelectromechanical systems (BioMEMS), lab-on-a-chip technologies, biomaterials, and practical medical device innovations. A Professional Engineer in Malaysia and Chartered Engineer in the United Kingdom, he brings together engineering expertise, academic publishing, and public communication.

Previously, he served as Director of Universiti Malaya's Corporate Communications Centre, contributing to the university's media visibility and public engagement. He also writes for wider audiences on science, personal development, and everyday experiences. His combined experience in research, publishing, and institutional communication offers a distinctive perspective on how engineers can share knowledge, develop authentic professional identities, and extend their influence beyond technical circles.