



THE INSTITUTION OF ENGINEERS, MALAYSIA

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Half-day Workshop on The SOURCE for Innovation

Organised by Chemical Engineering Technical Division | In conjunction with IEM Engineering Week 2012
BEM Approved CPD/ PDP Hours: 4 Reference Number: IEM12/HQ/237/W



Date: 8th September 2012 (Saturday)
Time 9.00 a.m. – 1.00 p.m.
Venue: C&S Lecture Room, 2nd Floor, Wisma IEM, PJ
Speaker: Dr Edwin Chung Chin Yau
Closing date: 5th September 2012
* Online registration is NOT applicable 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 link to the source of innovation.

TENTATIVE PROGRAMME	
Time	Details
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

Ir. Prof. Dr Thomas Choong Shean Yaw
Chairman
Chemical Engineering Technical Division, IEM
Session 2011/ 2012

REGISTRATION FEE

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

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 lies 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.

IMPORTANT NOTES

- For **ONLINE REGISTRATIONS**, only **ONLINE PAYMENT** is applicable [viz. RHB and Maybank2u – Personal Saving & Personal Current ; Credit Card – Visa/ Master ; MEPS FPX – Bank Islam personal account, CIMB Clicks personal account & CIMB Biz Channel business account, Hong Leong Bank Personal Account, Maybank2u Personal Account & Maybank2e Business Account, Public Bank Personal Account and RHB Bank Personal Account].
- Payment via **CASH, CHEQUE, BANK-IN TRANSMISSION, BANK DRAFT, MONEY ORDER, POSTAL ORDER, L/O or WALK-IN** will be considered as **NORMAL REGISTRATION**. For **online registrations**, please note that payment **MUST** be made before the closing date at the latest. If payment is not received and verified within the stipulated time, the registration fee will be reverted to the normal registration fee.
- **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.

REGISTRATION FORM		Fax: 03 – 7957 7678		Email: meitzzy@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".							
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