



District Membership Seminar 2011-12

Incorporating Public Image and Fellowship

Kota Kinabalu

Venue: Sabah Golf & Country Club



Membership



Seminar



Rotary PR



Fellowship

Seminar and Dinner Registration

Host Club : Rotary Club of Kota Kinabalu
Regional Chair : PP David Chin

Cost of participation:

Seminar and Celebrate Rotary Dinner RM50.00
Celebrate Rotary Dinner only RM40.00

Payment : by Cheque "Crossed to RC Kota Kinabalu" or cash

6 August 2011 Kota Kinabalu



SEMINAR PROGRAMME

6 August 2011, Saturday

Master of Ceremony : PP David Chin, RC Kota Kinabalu

- 12.30pm Registration (*Participants advised to have their lunch prior to seminar*)
- 01.00 pm Welcome address by President Lawrence Thien of RC Kota Kinabalu
- 01.05pm Opening Plenary Session "Membership Goals, Recent Trends and the Way Forward"
by DG Hj Zainie Abdul Aucasa
- 01.25pm Keynote address "New Life in Rotary" by PDG Dr Wu Dar Ching, Advisor to District Membership Development Committee & District PR Committee, RI Zone 6B Coordinator, Public Image Resource Group
- 01.45pm **Session I – Making Rotary Relevant**
Session Chair: PP Erich Schneider, AG Group 6
- Keynote address: "Making Rotary relevant through values" by PDG Dr. Philbert Chin
 - Panelist : "Dynamic Number of Membership for Vibrancy" by PP Datuk Vincent Pung
 - Panel Discussion chaired by PP Erich Schneider
 - Rapporteur: Rotary Club of Kinabalu Sutera
- 02.35pm **Session 2 – Using Rotary Brand to Attract PMET to Rotary**
Session Chair: PP Michael Yee, District Chair – Vocational Service
- Keynote Address : "Attracting Professionals to Rotary" by Rtn Ong Hock Siew
 - Panelist : "District effort in PR and publicity of major projects" by PP Datuk Dr Johnson Tee
 - Panel Discussion chaired by PP Michael Yee
 - Rapporteur: Rotary Club of Kinabalu South
- 03.25pm Tea and Networking 1
- 04.00pm **Session 3 – Conflict Resolution for better retention**
Session Chair: PP Ravi Velu, District Chair – Fellowship & Recreation Committee
- Keynote Address: "Solving Conflicts in Clubs for Better Retention" by PDG Dr. Arasu
 - Panelist: "How to encourage active participation without friction" by PP Dr Richard Barrow
 - Panel Discussion Chaired by PP Ravi Velu
 - Rapporteur: Rotary Club of Luyang
- 04.50pm **Session 4 – Good Rotary PR and Image for Membership Growth**
Session Chair: PP Andre Suharto, District Chair – Public Relations Committee
- Keynote address: "Public Relation and Rotary Membership" by PDG Edward Burongoh
 - Panelist: "Why PR is important for Rotary?" by PP Datuk Lee Chuen Wan
 - Panel Discussion chaired by PP Andre Suharto
 - Rapporteur: Rotary Club of Tanjung Aru
- 05.40pm Closing address: "Trilemma of Membership Growth"
by PP Alex Eow, District Chair -- Membership Development Committee
- 05.50pm Thank you address by DG Hj Zainie Abdul Aucasa
- 06.00pm End of Seminar

6 August 2011 Kota Kinabalu



“CELEBRATE ROTARY FELLOWSHIP” DINNER **6 August 2011, Saturday**

Objective: To showcase and highlight the work of Rotary to potentials and friends of Rotary using the event to achieve both PR and Membership goals

Organised by: District Fellowship and Recreation Committee with the help of Host Club and Regional Chairs of the District Membership Seminar

Master of ceremony :
PP Ravi Velu, District Chair, Fellowship and Recreation Committee

06.30pm	Cocktails
07.00pm	“Know Rotary” – Video of Rotary International
07.05pm	Welcome address by Hj Zainie Abdul Aucasa
07.15pm	Dinner Commences
08.00pm	“Rotary – In our Community” – PowerPoint Presentation of Rotary Clubs, Projects and Achievements specific to the respective region
08.20pm	Buffet Dinner Continues
08.45pm	Induction of New Members / Recognition of Special Achievements
09.15pm	Entertainment
10.00pm	End of Party

6 August 2011 Kota Kinabalu