District Membership Seminar 2011-12
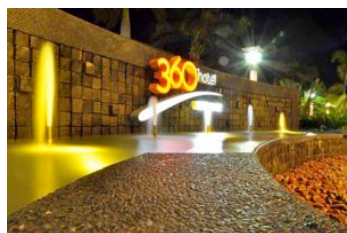## Incorporating Public Image and Fellowship
Kuching, Sarawak
Venue: 360 Urban Resort Hotel

Membership   Seminar   Rotary PR   Fellowship

Seminar and Dinner Registration

Host Club   :   **Rotary Club of Kuching Central**
Regional Chair   :   **PP Kho Ping**
Email : kp2839@gmail.com   Mobile : +6012-8866866
Fax : +6082-414676

Cost of participation:
Seminar and Celebrate Rotary Dinner   RM50.00
Celebrate Rotary Dinner only   RM40.00

Payment Methods: Cash, Bank Transfer or Cheque
Cheques should be "Crossed to Rotary Club of Kuching Central "
Public Bank Account : 3-1394145-28
Kindly email payment details to Rtn Alan Poh

Registration: **Rtn Alan Poh**
alanpoh04@yahoo.com Mobile : +6019-3509039

Hotel Reservation: **Rtn Richard Wong**
@ 360 Urban Resort   richardwong@360kuching.com Mobile :+6017-2220533

Golf :   **PP Leslie Phua**
leslie_phuan@yahoo.com Mobile : +6012-8861826

www.facebook.com/districtmembershipseminar

20 August 2011 Kuching

SEMINAR PROGRAMME
20 August 2011, Saturday

Master of Ceremony : PP Kho Ping, RC Kuching Central

12.30pm Registration *(Participants advised to have their lunch prior to seminar)*

01.00 pm   Welcome address by President Juergen Ertl of RC Kuching Central

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 : "Young Rotarians Add Vitality to Rotary " by PP Dr John Chan
- Panel Discussion chaired by PP Erich Schneider
- Rapporteur: Rotary Club of Kuching Jaya

02.35pm   **Session 2 – Using Rotary Brand to Attract PMET to Rotary**
Session Chair: PP Michael Yee, District Chair – Vocational Service
- Keynote Address : "The Rotary Brand vs Other NGO's Brand- What's Great About It" –PDG Edward Burongoh
- Panelist : "How to Communicate Effectively to Club Members" – PP Dr Un Chuan Hock
- Panel Discussion chaired by PP Michael Yee
- Rapporteur: Rotary Club of 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:"Addressing Membership Attrition Via Conflict Resolution" – DGN Lee Kong Hwee
- Panelist: "How to encourage active participation without friction" by PP Ronnie Tan
- Panel Discussion Chaired by PP Ravi Velu
- Rapporteur: Rotary Club of Kuching

04.50pm   **Session 4 – Good Rotary PR and Image for Membership Growth**
Session Chair: PP Andre Suharto, District Chair – Public Relations Committee
- Keynote address: "Good PR Image for Rotary Growth " – PDG Fong Hoe Beng
- Panelist: "Importance of PR to Rotary " – PP Sylvester Fong
- Panel Discussion chaired by PP Andre Suharto
- Rapporteur: Rotary Club of Kuching Central

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

20 August 2011 Kuching

"CELEBRATE ROTARY FELLOWSHIP" DINNER
20th 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

07.00pm	Cocktails
07.15pm	"Know Rotary" – Video of Rotary International
07.30pm	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
09.15pm	Entertainment
10.00pm	End of Party

20 August 2011 Kuching