

Revolutionising HR Workshop

Generative AI, Deep Learning & Data Driven Insights



16 July – 17 July 2025



8.30 a.m. till 5.30 p.m.



Level 2, Cyberhub, Menara Star



Overview

The future of HR is already unfolding, and it is being shaped by the powerful combination of Generative AI, Deep Learning, and Data-Driven Insights. This year, the Leaders Council is excited to present a bold new **2-day workshop designed for HR professionals** who are ready to embrace innovation and lead with purpose.

This is not your typical tech seminar. This is a hands-on, high-impact experience guided by globally respected leadership and organisational culture expert **Arthur Carmazzi**. Over two days, you will explore how emerging technologies can be used not to replace people but to unlock their full potential.

Whether you are beginning your digital transformation or looking to deepen your use of AI in HR, this workshop will give you the clarity, confidence, and tools to lead the way forward.

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| ➤ | Date : | 16 July & 17 July 2025 |
| ➤ | Time : | 8.30 a.m. till 5.30 p.m. |
| ➤ | Venue : | Level 2, Cyberhub, Menara Star |
| ➤ | Attendees : | Chief People Officer/Chief Human Resources Officer, Senior Vice Presidents, Vice Presidents, General Managers, Head of Human Resources, People & Talent Management, HR Consultants & Specialists |

Arthur Carmazzi



Arthur is ranked in 2023 as the **World's #1 thought leader in Organisational Culture and #11 in Leadership**. He is the Creator of the "Global Mentor Exchange, Wisdom City" Learning Metaverse, and the founder of the accredited Directive Communication Psychology. He is the bestselling author of 13 books including Amazon #1 Seller "GAME ON – Reinventing Organisational Culture with Gamification".

His innovative tools, assessments, games, and web3 applications have a visible ROI on engagement, productivity and effective behaviour modification through his unique game-based psychological approaches to leadership and corporate culture transformation interlacing humanity and technology.

**Arthur's Internationally Accredited
Certifications and Tools for High Performance**



Programme

DAY 1: AI-Powered HR Transformation

Time	Programme
8:30 – 9:00 AM	Registration & Morning Refreshments
9:00 – 9:15 AM	Welcome & Introduction
9:15 – 10:15 AM	AI Journey to the Future Game for HR Evolution Interactive AI learning game to explore HR transformation
10:15 – 10:30 AM	Morning Break & Networking
10:30 – 11:30 AM	Key Concepts of AI in HR Breaking down AI fundamentals for HR professionals
11:30 – 12:30 PM	Data is Boring, But Let's Make It Fun! Transforming HR data into actionable insights
12:30 – 1:30 PM	Lunch Break & Networking
1:30 – 2:15 PM	Case Studies: Successful AI Adoption in HR Real-world examples of companies leveraging AI in HR
2:15 – 3:00 PM	Building Your Own Industry-Specific AI Systems (No IT Required!) No-code and low-code AI tools for HR
3:00 – 3:15 PM	Afternoon Break & Refreshments
3:15 – 4:00 PM	Behavior Gamification & Performance Measurement Driving employee motivation through AI-powered gamification
4:00 – 4:45 PM	Harnessing Human Data for Better HR Decisions Using AI and analytics to understand workforce behavior
4:45 – 5:30 PM	The Psychology of Patience & Reverse Engineering Objectives Applying psychological principles for sustainable change
5:30 PM	End of Day 1

Programme

DAY 2: AI-Driven HR Strategy & Implementation

Time	Programme
8:30 – 9:00 AM	Registration & Morning Refreshments
9:00 – 9:30 AM	The Human Capital Mindset in a Digital Era The role of AI in enhancing human capital and workplace productivity
9:30 – 10:15 AM	How Gamification & AI Can Transform HR in Just 7 Days Using AI and gamification to accelerate HR transformation
10:15 – 10:30 AM	Morning Break & Networking
10:30 – 11:15 AM	Managing Change & Overcoming Resistance in 3 Easy Steps Practical techniques for change management and gaining employee buy-in
11:15 – 12:15 PM	Directive Communication™ Psychology & Human Group Dynamics for Easy AI Implementation Leveraging Directive Communication™ Psychology for smoother implementation
12:15 – 1:15 PM	Lunch Break & Networking
1:15 – 2:00 PM	Interactive Exercises: Identifying Personal & Organisational “Color Brain” Profiles Using emotional drivers and human data to create high-performing teams
2:00 – 2:45 PM	Continue Playing the Game: AI Agents & Hyper-Personalised AI Decision Coaches Incorporating AI agents trained with human data
2:45 – 3:00 PM	Afternoon Break & Refreshments
3:00 – 3:45 PM	Easy AI Safety & Privacy in HR Ensuring data security and employee privacy with AI tools
3:45 – 4:30 PM	Designing the AI-Driven HR Roadmap Budgeting and ROI: Making a compelling business case
4:30 – 5:15 PM	Action Planning & Next Steps Finalising individual and team action plans
5:30 PM	End of Day 2 & Closing Remarks

Registration

How to register?

- Scan the QR code below
- Fill in your details at Leaders Council Website - the registration page
- Payments for the Workshop can be made as shown below:
 1. **Individual payments or credit cards payments** also acceptable (do attach payment receipt if you choose self paid method)
 2. **HRD Claimable** - An invoice will be sent if this option is selected via the registration platform.
- Then you will receive a confirmation via email registered.

Fee

**Early Bird
(Save RM500)**

RM 2,500
Valid till 9 June 2025

Normal Price

RM 3,000



For further information, please email your enquiries to events@thestar.com.my OR

Please email to Priya Tharshini Raja

M: +6010-2680506

E: priya.raja@thestar.com.my

Terms and Condition

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY BEFORE REGISTERING FOR ANY OF THE EVENTS AS THEY CONTAIN BINDING LEGAL TERMS AND OBLIGATIONS INCLUDING LIMITATIONS OR EXCLUSION OF OUR LIABILITY. BY REGISTERING FOR AN EVENT, YOU ARE DEEMED TO HAVE FULLY READ, UNDERSTOOD AND AGREED TO THE TERMS AND CONDITIONS GOVERNING THE EVENT. PLEASE DO NOT REGISTER IF YOU DO NOT AGREE TO ANY OF THESE TERMS AND CONDITIONS.

1. While every effort would be taken to hold the Events as scheduled, Star Media Group Berhad and/or its group of subsidiaries (collectively, "Organiser") reserves the absolute right to modify, cancel or postpone any of the Events at any time by serving a notice to the registrants ("Registrants") prior to the date of the Event. In the event of modification or postponement of the Event, the terms and conditions contained herein shall apply mutatis mutandis to such modified or postponed Event.
2. The Organiser shall not be held responsible for any loss and/or damage suffered or incurred by the Registrants due to the modification, cancellation or postponement of the Event.
3. Registrants below the age of 18 are required to obtain parent's/guardian's consent and to complete the relevant authorisation and indemnity declaration form(s) as required by the Organiser upon registration, failing which, the Organiser reserves the right to refuse entry to any Registrant under the age of 18.
4. The Organiser reserves the absolute right to amend or modify any of these terms and conditions from time to time as it deems fit. The amended or modified terms and conditions will be uploaded onto the Organiser's website <https://events.thestar.com.my/> ("Website"). The Registrants are therefore encouraged to visit the Website from time to time to view any amendments and/or changes to the terms and conditions.

Payment

- Upon successful registration for an Event, an order confirmation will be sent to the email address of the Registrant. Quotation and invoice will be issued by the Organiser within the next five (5) working days after the issuance of order confirmation. Registrants shall make payment within seven (7) days from the date of invoice, in any case, before the start of the Event (whichever is earlier). In the event of late payment, the Organiser is entitled to charge an interest calculated at the rate of 1.5% per month from due date of payment up to the date of the Organiser's receipt of full payment.
- For clarity, online registration for the Event is confirmed upon issuance of quotation and invoice via email.
- Full payment must be received prior to the Event. Only Registrants that have made full payment will be admitted to the Event. Registrants are responsible for their own banking fees and banking fees will not be absorbed into the booking fee.
- In the event a Registrant is unable to make full payment prior to the Event, the said Registrant shall submit a letter of undertaking ("LOU") to the Organiser before the start of the Event. The Organiser reserves the right to refuse entry to any Registrant who has not submitted the requisite LOU.
- For Registrants who are eligible for Human Resource Development Corporation's training grant ("HRDC Grant") and intend to claim the HRDC Grant, please select the option available during registration. This option is subject to the following terms and conditions: –

- An order confirmation will be sent to the Registrant's email upon successful registration.
- An invoice will be issued by the Organiser to Human Resource Development Cooperation (HRDC) for the HRDC Grant subject to the maximum reimbursable limit of Ringgit Malaysia One Thousand Seven Hundred and Fifty (RM1,750.00) only per Registrant per day ("Grant Limit").
- In the event the Registrant is unable to make full payment of the Excess Payment, the said Registrant shall submit the LOU as per the requirement set forth in Clause 7 above.
- The Registrant hereby agrees that he/she exclusively authorises the Organiser to charge the credit card with details listed above for the amount provided herein. The issuance of quotation and invoice by the Organiser upon receipt of the Registrant's registration and booking order serves as a contract that is valid, binding and enforceable. He/she at any time will have no basis to claim that the payments required herein are unauthorised, improper, disputed or in any way.

Substitution & Cancellations Policy

- Should the Registrant is unable to attend, a substitute is welcome at no extra charge. Written notification of substitution is required at least five (5) working days prior to the Event, failing which the Organiser may reject the Registrant's request for substitution. Non-payment does not constitute cancellation.
- Cancellation is strictly prohibited and 100% fee will be charged for no-show, non-payment or cancellation.
- The Registrant agrees that the Organiser reserves the right to pursue monies owed via the use of local debt collection agency where the Registrant is situated. Furthermore the Registrant will be held liable for any costs incurred in collection of outstanding monies.
- The Organiser will at all times seek to ensure that all efforts are made to adhere to meet the advertised package, however the Organiser reserves the absolute right to postpone, cancel or move a venue. The Organiser is not liable for any losses or damages as a result of substitution, replacement, postponement and/or cancellation of speakers and / or topics and / or venue and / or the event dates. If the Event is delayed or disrupted because of the occurrence of an event of force majeure (which event shall include but not limited to acts of God, epidemic, pandemic, quarantines, fire, explosions, flood, earthquake or other natural disaster; interruption or failure of utility service including but not limited to electric power; act of sovereign, war, terrorism, invasion, insurrection, revolution or rebellion; organised labour activities such as strikes, lockouts or boycott; change or imposition of any law or regulation or any directive from the government authority of Malaysia or any other event beyond the reasonable control of and occurring without fault of or negligence of the Organiser), the Organiser accepts no responsibility or liability for such delay or disruption. The Organiser shall under no circumstances be liable for any other costs that might have been incurred in the attendance of the affected Event, including but not limited to flights, accommodation, transfers and/or meals.

Copyright and Intellectual Property

- Upon registration, the Registrant hereby consents to the Organiser to keep his/her details and personal information submitted herein for future marketing activities carried out by the Organiser and/or any other third party advertising partners and/or sponsors.

- Copyright and Intellectual Property. Any materials produced and/or distributed by the Organiser in connection with the Event is expressly reserved and any unauthorised duplication, publication and/or distribution is strictly prohibited.
- The Organiser reserves the right to use any photographs (including those of Registrants), motion pictures, recordings, or any other media records of the Event, for any legitimate purposes including but not limited to commercial advertising and distribution to sponsors anywhere in the world without any notification and/or payment to the Registrants.
- The Registrants expressly acknowledge that by registering for the Event, the Registrants agree to be bound by the Organiser's privacy policies and the processing and sharing of their personal data as described therein. The Registrants understand that the Organiser may process and/or share their personal data with third parties, including but not limited to training providers, suppliers and/or sponsors of the Event.

Indemnity

- By participating in the Event, the Registrants acknowledge and agree that the Organiser excludes all warranty and/or liability in connection with the Event. Registrants shall assume full liability and responsibility in case of any liability, mishap, injury, loss, damage, claim or accident (including personal injury and/or death) resulting from their participation in the Event. The Organiser shall not be held responsible for any liability, mishap, loss, damage, claim or accident (including personal injury and/or death) in any manner whatsoever suffered by the Registrants as a result of their participation in the Event.