



**PAM CPD Seminar 2011
(PAM Sabah Chapter)**

Tuesday, 25 January 2011

The Business of Architecture: A Discussion on the 'Key Factors for Success (KFS)' & 'Green Design and Planning'

by

**YBhg. Dato' Ar. Dr. Kenneth Yeang King Mun
(T.R. Hamzah & Yeang Sdn. Bhd.)**

Time

1.00pm - 2.30pm
(Registration will commence at 12.30pm with refreshments. Participants are required to be seated in the Function Room by 12.55pm)

Venue

PAM Sabah Chapter
Lot 5 & 6, 3rd Floor, Block A
Damai Plaza Phase IV
P.O Box 22856
88300 Kota Kinabalu
Sabah

Registration fees

RM 120.00 Non PAM Member
RM 40.00 PAM Member
RM 30.00 Non Member Student

REGISTRATION FORM

(Tuesday, 25 January 2011: The Business of Architecture)

PAM Member Non-Member Student Non-Member

PAM Members only - I wish to register with my "PAM Member Privilege" (1 session). (All PAM Members are entitled to 4 free CPD sessions per year for payable CPD).

My registration fee of RM _____ is enclosed, payable to
PERTUBUHAN AKITEK MALAYSIA
(Participants who register but do not attend the seminar will be required to pay fees accordingly, or have corresponding PAM Member Privilege forfeited)

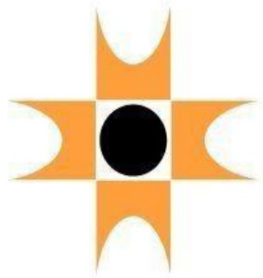
Membership No (PAM):	(LAM):
Fax No:	Office No:
Name:	
Address:	
Email address:	

Capacity is limited to 50 participants only. Thus, registration is based on first-come-first-served basis. Any cancellation of registration must be notified by 21 January 2011, 12.00pm. PAM does not recommend walk-in registration.

**LAM CPD points
have been applied**

(Please reply by fax/email to PAM Sabah Chapter at fax no.: 088-233 773 or email to pamsabah@gmail.com)

NOTE : At times, due to unforeseen circumstances, the scheduled events may have to be cancelled or rescheduled for which PAM Secretariat would normally inform the registered attendees/participants accordingly. In order to avoid causing any inconvenience to members due to any last-minute changes, we strongly recommend that members to call **PAM Sabah Chapter at 088-232 524/088-261 313** for confirmation of the scheduled events or visit PAM website at www.pam.org.my.



PAM

**cpd
seminar
2011**

**PAM CPD Seminar 2011
(PAM Sabah Chapter)**

Tuesday, 25 January 2011

The Business of Architecture: A Discussion on the 'Key Factors for Success (KFS)' & 'Green Design and Planning'

by

**YBhg. Dato' Ar. Dr. Kenneth Yeang King Mun
(T.R. Hamzah & Yeang Sdn. Bhd.)**

Synopsis of Presentation (provided by the speaker):

Key Factors for Success (KFS)

The presentation will present and discuss the four fundamental aspects of the business of architecture that an architect in business must do all well (not just a few well but all), otherwise his/her business will flounder. These four aspects are:

- Get the business (marketing),
- Do the business (delivering the professional services of an architect as defined by the institute),
- Manage the business (General Management) and,
- Fund the business (Money Management).

The presentation will elucidate each of these aspects, their key principles and their implications for the architect in practice. The presentation will also discuss the perennial issue of whether architecture is a business (the architect firm as a commercial enterprise) or an art form (the architect as a bespoke artist studio). The presentation will also discuss other related considerations in the business of architecture (e.g. positioning, branding, etc.), latest business management trends, and ideas for future optional roles for the young architect in today's highly competitive market.

Green Design and Planning

The second talk will discuss the ideas and work a green design and masterplanning, and shall be illustrated by examples of T.R. Hamzah & Yeang's design and built work.

Speaker's biography (provided by the speaker):

Ken Yeang (Dato', Dr.) is an architect-planner, ecologist and author who is best known for his signature and innovative green buildings and masterplans, and is regarded as the father of the 'bioclimatic skyscraper'. He is regarded as one of the foremost designers and noted authority on ecologically-responsive architecture and planning. He has authored several books on ecological design and tall building design. His latests are Ecomasterplanning (publ. John Wiley & Sons (UK) 2009) and Dictionary of Ecodesign (publ. Routledge (UK) 2010). He has received numerous awards for his buildings and designs that include the Aga Khan Award for Architecture, RAIA International Award, Prinz Claus Award, UIA August Perret Award. His key built works include the Menara Mesiniaga (IBM) Tower (Malaysia), the National Library (Singapore), the Great Ormond Street Hospital Extension (UK). He is Past President PAM, an Honorary Fellow of the American Institute of Architects, Fellow of the Singapore Institute of Architects and has served on the Royal Institute of British Architects council. He is the distinguished Plym Professor at the University of Illinois (tenured), and Adjunct Professors at Tongji University (Shanghai) and University of Malaya. He is Chairman of the UK architect and planning firm, Llewelyn Davies Yeang and principal of its sister company, T. R. Hamzah & Yeang Sdn. Bhd. (Malaysia). He received his qualifications from the AA School (London) and his doctorate in architecture from Cambridge University (Wolfson College). He attended the Harvard Business School course on 'Leading a Professional Service Firm' in 2002.

Whereas effort has been made to ensure that the information given herein is accurate, PAM accepts no responsibility for any error, omission or misleading statement in the information and no warranty is given or responsibility is accepted as to the standing of any firm, company or individual mentioned.

