

# PAM

## cpd seminar 2010

**PAM CPD Seminar 2010  
(Le Meridien Kota Kinabalu)**

**Saturday, 16 October 2010**

## ***Marketing for Architects, Colours in Architecture & Sustainability and Green Coating***

**By Mr. Patrick Ng, Associate Professor Tajuddin  
Ismail and Ms. Foo See Yee**

### **Time**

9.00am - 4.00pm  
(Registration will commence  
at 8.30am. Participants are  
required to be seated in the  
Seminar Room by 8.55am)

### **Venue**

Keningau Room  
Le Meridien Kota Kinabalu  
Jalan Tun Fuad  
Sinsuran 88000 Kota Kinabalu  
Sabah

### **REGISTRATION FORM**

(Saturday, 16 October 2010: Marketing for Architects)

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> PAM Member         | <input type="checkbox"/> IPDM Member |
| <input type="checkbox"/> Non-Member Student | <input type="checkbox"/> Non-Member  |

Membership No (PAM/IPDM):

(LAM):

Fax No:

Office No:

Name:

Address:

Email address:

### **Registration fees**

Admission is free

Seats are limited to 70 participants only. Thus, registration is based on first-come-first-served basis. Any cancellation of registration must be notified by 11 October 2010, 12.00pm. PAM does not recommend walk-in registration.

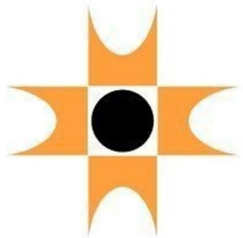
### **4 LAM CPD points**

(Please reply by fax/email to PAM Sabah Chapter at fax no.: 088-233 773 or email to [pamsabah@gmail.com](mailto: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](http://www.pam.org.my).

**This seminar is made possible by a generous grant  
from ICI PAINTS (MALAYSIA) SDN BHD (A COMPANY OF AKZONOBEL GROUP)**





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**Synopsis of Presentation** (provided by the speaker):

### **Marketing for Architects**

The architecture industry in Malaysia is getting to be intensely competitive as more and more architects come into the market place. Furthermore, the market landscape continues to evolve in the midst of enhanced technology, globalized competition and more discerning (and demanding) customers. It is becoming a case where there is "more supply than demand". Customers are indeed spoiled for choice when it comes to selecting the architects whom they want to work with. It is against this backdrop that it becomes pertinent that architects know how to market and sell their services. Philip Kotler, widely regarded as the "guru of marketing" mentioned that the "role of marketing is to make selling unnecessary". Does he mean that we do not need to sell? Definitely not!. First, we all must recognize that Sales and Marketing always go hand-in-hand. It is the integration of both these elements that is of paramount importance. This three-hour session is not the typical sales and marketing talk. It is based on the trainer's more than 20 years of successful marketing and selling to goods and service industries, situations and people. Participants can expect to see and do things from a very different perspective after this session.

### **Colours in Architecture**

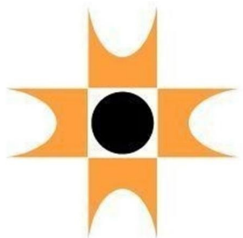
Colour has been one of the important finishing elements in buildings, and will continue to play an important role in the process of building design in years to come. It may be amongst the last step in the process of constructing the building, but it will be a crucial factor in determining the final aesthetic appeal of the building design. In fact, its importance goes beyond the aesthetic, because its protective coating against the natural elements and its psychological and visual communication impact can enhance the overall concept of the building design. The complex task in designing building today has taken a serious toll in the creative design process of the architect in general. More often an architect tends to be bogged down with the more mundane task of project administration and other non creative aspect of building design. As such, many buildings are built lacking creativity and design innovation. History has shown us that many fine examples of great architectural masterpieces are a result of good design concept which is carried out to the last design detail. In this respect, COLOUR which is an important design element in architecture, has been seriously overlooked and given a rather after-thought consideration that could affect the design concept. The session is designed to give a better understanding to architects towards a more pragmatic approach in applying colour in architecture.

### **Sustainability and Green Coating**

The global paint and coatings industry is doing its part to build a safer, greener and more sustainable world. Since sustainability was first defined in 1987 by the Brundtland Commission as "development that meets present needs without compromising the ability of future generations to meet their own needs," it has become increasingly apparent that society, as a whole, faces a significant challenge in managing consumption of resources. All facets of the coatings industry have accepted that challenge and are working to develop new products and processes that better utilize those resources. In doing so, new definitions of sustainability have emerged that fit the activities of the coatings industry and enable individual companies to set specific and attainable goals. Many consumer products in the market, whether directly or indirectly, through their manufacturing processes, usage or disposal, have an impact on our environment. They may cause pollution or deplete our natural resources. However, there are products which have less undesirable effects on our environment. Labeling these environment-friendly products helps consumers identify and select them from those which are less so when they make their purchases. The Green Label can be used on products which meet the eco standards specified by the scheme concerned, and is recognized as a member of the International Ecolabeling Network (GEN) allowing certification by mutual recognition of SGLS endorsed products by other members of the network. The eco-labelling drive for coatings is in tandem with the development of the green building rating tool which is gaining an increasingly strong foothold within the building industry.

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**Speaker's biography (provided by the speaker):**

**Mr. Patrick Ng** has 21 years of corporate experience in the aspects of General Management, Sales & Marketing and Human Resource Management. His corporate experience has exposed him to the agricultural, petroleum and construction industries moving from the ranks of Marketing Executive, Head of Strategic Business Unit and then to the first Malaysian CEO of a European multinational which has representations in 120 countries globally. Mr. Ng possesses an Executive Masters in Business Administration from the University of Bath (U.K). His first degree was a Bachelor of Science (Hons.) majoring in Chemistry. In addition, he has a Diploma in Marketing from the Chartered Institute of Marketing, U.K. Mr. Ng is a Member of the Malaysian Institute of Management and the American Association for Training and Development. He is also an Associate of the Harvard Business School Alumni Club of Malaysia which allows him to keep abreast with the latest developments from the Harvard Business School.

**Associate Professor Tajuddin Ismail**, an Associate Professor of Fine Art at UITM, was born on the 26th of October 1949 in Kuala Pilah, Negeri Sembilan. He studied Fine Art at ITM School of Art & Design (1969 -73). He furthered his studies in Graphic Design at the Art Center College of Design Los Angeles and in 1979-81, he did his post graduate studies in Interior Architecture at Pratt Institute New York. In 1987, he became a recipient of the prestigious Fulbright Research Fellowship by The American Council of Learned Societies of New York. He has been actively involved as a painter since the late 60's and has participated in more than 150 solo and group exhibitions in Malaysia, Asia, Europe, USA and Latin America. Besides being a professional painter, he is also a graphic and interior design consultant to numerous government agencies and corporations in Malaysia. Winner of numerous Art and Design awards nationally, his works can be found in numerous collections by individual collectors, corporations, galleries and museums in Malaysia, Japan, Singapore, UK, France, Germany, USA, China, Spain, Philippines, Sweden, Italy, Hong Kong, India, Australia, Canada, Scotland, Ireland, Switzerland, Latin America and the Middle East. Tajuddin is exclusively represented by T.J Fine Art in Malaysia and Jenkins Johnsons Gallery in San Francisco.

**Ms. Foo See Yee** has more than 14 years of experience in the coatings industries with key roles and responsibilities in the development of architectural paints and its allied products. She manages a team of regional formulators based in ICI ASEAN Technical Centre, Nilai, as well as the Malaysian Technical team to deliver a complex portfolio of projects. Ms. Foo has vast hands-on experience in on-site trouble shooting and paint problem solving where quality issues with customers will need to be resolved speedily in a professional and constructive manner.

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