

JAL GLOBAL LEADERSHIP PROGRAM -LEAD 2021

26 July - 13 August 2021

[U-LEAD 2021](#)
[Programme](#)
[Speakers](#)
[Application & Requirements](#)

DAY	DATE	TIME (GMT+8)	ACTIVITIES
1	26 July (Mon)	0945 - 1000	Registration via Zoom
		1000 - 1015	Montage Video
			Welcoming Speech by Vice-Chancellor of UKM
		1015 - 1045	Programme Briefing
		1045 - 1100	Coffee Break
		1100 - 1200	Ice Breaking
		1200 - 1300	'Kenali UKM' (UKM Story)
2	28 July (Wed)		Talk 1: *Inspiring Futures, Nurturing Possibilities
		1000 - 1100	CULTURE-ESSENCE OF ASIA
			Talk 2: Understanding Culture
		1100 - 1115	Q & A
		1115 - 1130	Coffee Break
		1130 - 1230	Workshop 1: My Culture (video sharing)
3	30 July (Fri)	1230 - 1245	Q & A
		1000 - 1100	LEADERSHIP BEYOND 21ST CENTURY (WORLD CHANGER)
			Talk 3: Future Leaders
		1100 - 1115	Q & A
		1115 - 1130	Coffee Break
4	2 Aug (Mon)	1130 - 1230	Talk 4: World Political Leaders
		1230 - 1245	Q & A
		1000 - 1100	Talk 5: University Leadership
		1100 - 1115	Q & A
		1115 - 1130	Coffee Break
5	4 Aug (Wed)	1130 - 1230	INTERNATIONAL LEADER'S FORUM
			Forum 1: Embassies Sharing Session
		1230 - 1245	Q & A
		1000 - 1100	INDUSTRY LEADERS
			Talk 6: Asia Economic Leader
		1100 - 1115	Q & A



		1115 - 1130	Coffee Break Menu
		1130 - 1230	Talk 7: Leading World of Culinary (Cooking Demonstration)
		1230 - 1245	Q & A
6	6 Aug (Fri)	1000 - 1100	Talk 8: Leader in STEM
		1100 - 1115	Q & A
		1115 - 1130	Coffee Break
		1130 - 1230	Workshop 2: Icons and Leaders (Zoom Break-out Rooms)
		1230 - 1300	Group Presentation
7	9 Aug (Mon)	1000 - 1100	COMMUNICATION Talk 9: Media Communication
		1100 - 1115	Q & A
		1115 - 1130	Coffee Break
		1130 - 1230	Talk 10: Advertising
		1230 - 1245	Q & A
8	11 Aug (Wed)	1000 - 1100	Talk 11: Corporate Communication
		1100 - 1115	Q & A
		1115 - 1130	Coffee Break
		1130 - 1230	Talk 12: Strategic Branding
		1230 - 1245	Q & A
9	13 Aug (Fri)	0930 - 1015	Workshop 3: Do you get me? (Group Assignment @ Zoom Break-out Rooms)
		1015 - 1100	Group Presentation: Do You Get Me?
		1100 - 1115	Coffee Break
		1115 - 1200	Forum 2: 'Borak Borak' (Our Story): Nurturing Leader
		1200 - 1215	Q & A
		1215 - 1300	CLOSING CEREMONY Student Representative Speech by University / Country

Disclaimer: Schedule changes are subject to the discretion of the organization and participants will be notified from time to time.

