

PETRONAS Kancil  
Creative Conference  
2022  
Friday, 2 Dec 2022  
Sentul Depot, KL

# THE AD COMMUNITY CELEBRATES!

THE  
HERO'S  
JOURNEY

It's been 3 years since we've met under one roof to fill our minds with inspirations, our conversations with gossips and our stomach with a pint of whatever your cup of tea is. So we've packed as much as we could in this one-day affair.

From keynote speakers sharing lessons behind their work, exhibitions showcasing award submissions as well as other curated work, a mini workshop on self-authoring via the hero's journey and the most important component of any creative festival; you, all we want is to see everyone having a good time.

Festival Details

## Kancil Conference

8 am - 6 pm

## Kancil Awards

7 pm - 12 midnight

## Kancil Conference fees:

4As members: RM 150 per pax

Non-4As: RM 180 per pax

Students: RM 50 per pax

Kancil  
Awards:  
no charge

## Registration options:

a) Walk-in registration at 8 am.

b) Pre-event registration:  
click [here](#) or visit  
[kancilawards.com](http://kancilawards.com)

## Delegate tags:

Delegates will receive a Kancil NFC card at the entrance. This will be the payment mode for food, beverages and merchandise. Reload stations are available on location. You get to keep the tags, but there will be no refunds if you don't max out usage.

# Kancil Conference Keynote Speakers



## Sulin Lau.

### The Un-Creative: How To Be Useful At Something You Suck At

I have done a lot of psycho-blablaba testing over the years. Oddly all these tests say all the same thing (my parents too): I should NOT be in a creative profession. Yet I am - 20+ years and counting.

This is my story - of learning how to be useful in creative, to creative product and people, when your brain is distinctly Un-Creative.

*Sulin is Regional Head of Marketing and Brand - SEA, Grab.*



## Merlee Cruz Jayme.

### Welcome To The Courage Zone

It has been almost three difficult years. We isolated ourselves and, little by little, lost the feeling of belonging, the feeling of being pushed and rallied, and the feeling of winning. We curled into the corner of our comfort zone. Everyone's goal is to save our clients' businesses and earn our revenues. Our work has lost the spark, and we have lost our risk-taking spirit. It's time to bring back creative courage. For our sake and to save the industry that lives and breathes creativity.

*Merlee is a creative consultant and on the 2019 Drum Global Ranking list of the top 100 Chief Creative Officers globally.*



## Edward Ong.

### Ideas That Didn't Make The Cut

Our work gets rejected on a daily basis. Don't define yourself by what didn't get through.

Celebrate small wins. Celebrate the people around you. Every true artist goes through the fire. How else would we burn off things we don't need? Over time, you'll learn how to listen better, write better, sell better.

*Edward Ong is the former Y&R Chief Creative Officer and Y&R Regional Head of Copy. He's also the Founder and Creative Director Borderless.*



## Shin Su-won

### The Search For Pluto In Storytelling

Director Su-won believes the most powerful stories in the universe are found at the fringes of society.

She looks to where no one wants to look and goes to where no one wants to go to be where the outcasts are. And from all that is discarded, she finds the treasure trove of stories.

*Su-won is an award-winning Korean Film Director who's making waves across film festivals across the globe.*

## Mohd Fazli Ibrahim

### Stories for a better Malaysia



PETRONAS' journey in festive campaign is a reflection of own journey as a brand that has its roots deeply embedded in the soils of Malaysia. 26 years ago, when the nation was at the cusp of forming a new identity for the world to see, came Yasmin Ahmad who discerned the beauty of Malaysianess, celebrating its foibles and idiosyncrasies in a form of sublime stories that transcend current and common narratives. Her creative vision found a kindred-spirit in PETRONAS and the rest was history. The soul search of PETRONAS' festive campaigns continued after her passing, to find a lens, a voice, a posture that's authentic to the brand and resonates with Malaysians. Here's our story.

*Mohd Fazli is Head of Communications Management, Group Strategic Communications, PETRONAS.*



## Ernest Zacharevic

### Purpose of art

In a world where the value of art is determined by numbers and the success of an artist by his or her potential as a marketing tool, it is easy to forget the spiritual, emotional and political power of art.

In this talk, Ernest Zacharevic takes a deep dive into his background and the career story dissecting the motivation, intention and the purpose of his art.

*Ernest Zacharevic is a Lithuanian-born artist that combines fine art techniques with a passion for creating art outdoors.*



## Chan Woei Hern & Alvin Teoh

### The Play Anthem; Do First Worry Later.

Is there a time and place to play in the serious business of advertising? Where there seem to be a tension point between taking a step outside boxes while creating another 50 to tick? And if so, would one get into trouble when you crash and burn? And when you do, would you be stupid enough to do it again?

Yes.

*Woei Hern and Alvin are restless ECD's from VMPLY&R Commerce and Naga DDB Tribal respectively and loves to flirt with the boundaries of adland just because.*

# The programme

- 8.00 am: Registration, breakfast (self sponsored) and Exhibitions.
- 8.50 am: Opening of Festival - The Festival Guide.
- 9.00 am: Welcome speech - *Andrew Lee* - 4As President
- 9.10 am: The Hero's Journey - *Alvin Teoh*, Creative Council Chairperson.
- 9.20am: *The Kancil Creative Conference begins:*
- Session 1 - Welcome To The Courage Zone - *Merlee Jayme* (5 mins QnA)
- 10.25 am: Session 2 - Ideas That Didn't Make The Cut - *Edward Ong* (5 mins QnA)
- 11.10 am: Session 3 - The Search For Pluto in Storytelling - *Shin Su-won* Translated by *Gina*. (10 mins QnA)
- 12.20 noon: Lunch Break. Workshop Sign-up.
- 1.00 pm: Session 4 - Mini Workshop: What's My Hero's Story. (Over lunch, max 40 pax) - *Alvin Teoh*
- 1.30 pm: Session 5 - Sick Six Young Director's Showcase & Forum - *Iska Hashim*
- 2.30pm: Session 6 - UnCreative: How To Be Useful At Something You Completely Suck At - *Lau Sulin* (5 mins QnA)
- 3.15 pm: Session 7 - Young Kancils Challenge Forum - *Chan Woei Hern*
- 3.45pm: Special Collaboration Intro - London International Awards.
- 4.00 pm: PETRONAS Presentation - Stories For A Better Malaysia - *Mohd Fazli Ibrahim*
- 4.30pm: Session 8 - Purpose of Art - *Ernest Zacharevic* (5 mins QnA)
- 5.10pm: Session 9 - The Play Anthem; Do First, Worry Later - *Chan Woei Hern and Alvin Teoh*. (5 mins QnA)
- 6.00 pm: Wrap up session. Announcements for Award Show.
- 6.05 pm: Dinner break. (Self sponsored.) Exhibitions.
- 6.15 pm: Student Kancil Awards. (Over dinner, self-sponsored.)
- 7.15pm: *PETRONAS Kancil Awards opening ceremony* - 4As Chairperson, Creative Council Chairperson and Jury Chairperson.
- 7.30 pm: PETRONAS Kancil Award Night commences.
- 12.00 midnight: End of Award Night. After-party begins.



# See you all at the festival

Kancil Conference  
RM 150 per pax  
(4As members)

RM 180 per pax  
(Non-4As members)

RM 50 per pax  
(Students)

Kancil Conference  
fee is subject to 6% SST.

HRD Claimable:  
Max. 9 pax per agency.

Kancil Awards:  
free entry

Walk-in  
registration at 8am  
*OR*  
Pre-event registration:  
click here or visit  
[kancilawards.com](http://kancilawards.com)

# PETRONAS Kancil Creative Conference 2022

## Registration Form

(HRD: 10001247481)

Date: 2 December 2022

Time: 9.00am-6.00pm

Venue: Sentul Depot

Jalan Strachan, Sentul West, 51100 Kuala Lumpur

Fee: 4As Member- RM 150.00+6% SST/pax

Non- Member- RM 180.00+6% SST/pax

Student: RM 50.00 +6% SST/pax

**In Print**

No	Salutation Mr/Ms	Name As Per NRIC	NRIC	Designation	Contact	Email (This will be the email you will be registered with IPA)

**Please tick**

HRD registered employer: Yes  No

We have read and accept both Terms & Conditions outlined in this form.

### 4As Terms and Conditions

1. Please submit completed registration form for us to issue a quotation for your HRD grant application.
2. A copy of the HRD approval to be submitted by 1 December 2022 to the 4As. For conferences, HRD allows a maximum of 9 participants per employer.
3. In the event, HRD does not approve the full amount of the Delegate fee, the company is responsible to settle any balance amount due to the 4As accordingly
4. If you are not claiming or unable/unsuccessful to claim HRD, full payment should be made by 1 December 2022
5. Any payment withheld by HRD due to non-compliance of HRD requirement will be invoiced to the company.
6. 4As Member's fee is applicable only for Delegates who are full time employees undersigned by the Member Agency below. It is not applicable for employees of a Related, Associate, Subsidiary or from a Holding company that are not a 4As Member.

Training Manager signature:.....

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Training Manager name:.....

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Contact number: .....

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**Note: Please provide a purchase order if required to effect payment**

