



Unit Latihan dan Konsultansi
Unit of Training and Consultancy
Uniutama Education & Consultancy Sdn. Bhd.
Universiti Utara Malaysia

PAPERWORK
THE 2ND LEADERSHIP AND CULTURAL
FORUM FOR ASEAN
UNIVERSITY STUDENT LEADERS
2019
(LECUF 2.0)

28th APRIL – 4th MAY 2019

UNIVERSITI UTARA MALAYSIA, SINTOK KEDAH

Organizer:

UNIT OF TRAINING AND CONSULTANCY (UTRACY)
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SYNOPSIS

Unit of Training and Consultancy (UTRACY in a short) at UECSB, Universiti Utara Malaysia, Sintok Malaysia will be organizing The 2nd Leadership and Cultural Forum for ASEAN University Student Leaders 2019 (LECUF 2.0) from 28th April to 4th May, 2019 at our beautiful campus Universiti Utara Malaysia, Kedah, Malaysia. LECUF (2.0) is even greater and grander with much more engaging activities for ASEAN student leaders to participate building global thinkers and within our beloved Global Village – ASEAN communities. LECUF 2.0 primary objective is to congregate the best leadership talents in ASEAN universities, and use LECUF as a common platform to discuss and champion contemporary issues pertaining to ASEAN countries while building mutual relationship and strengthening network. Our young student leaders are the future leaders and movers of our nation and ASEAN at large. Collectively, LECUF 2.0 is conceived for a Greater ASEAN with young leaders who are global thinkers for the betterment of our fraternity. This seven (7th) day programme offers unique platform for participants to share ideas and knowledge on various critical issues pertaining to youth and leadership, ASEANIZATION, Stronger ASEAN, Digital Age, Branding ASEAN, Social Media Generation, ASEAN higher education, and student participation to aid in policy making and to create a sustainable tomorrow for the young generation. Most importantly LECUF 2.0 also offers a podium for us to develop, nurture and continuously improve rapport, friendship and ties among universities leaders in ASEAN region.

OBJECTIVES

As agreed upon its establishment, LECUF 2.0 when conceived in 2019 is intended to be an annual gathering—a congregation for student leaders from universities around ASEAN with its primary objective to build Global Thinkers and Village and strengthen ASEAN fraternity. LECUF 2.0 is hugely bigger with very specific objectives as follows:

- i) Continuously build Global Village and Global Thinkers among ASEAN student leaders;
- ii) Impart leadership transformations and prepare ASEAN student leaders for leadership roles;

- iii) Foster understanding on the good relations and cooperation between ASEAN countries;
- iv) Promote education on ASEAN within and outside of the region in various dimensions; such as political-security, economic and social-cultural perspectives.
- v) Allow ASEAN student leaders to share and promote mutual ideas that will benefit the greater ASEAN;
- vi) Enhancing and Grooming ASEAN students' leaders into becoming a more Progressive, and Inspirational leaders of tomorrow with NLP strategies; and
- vii) Embed Neuro Linguistics Programme strategies into ASEAN Student leader's life, practices and belief systems for future improvement.

FORUM DETAILS

Forum Title	:	2nd Leadership and Cultural Forum for ASEAN University Student Leaders 2019 (LECUF 2.0)
Forum Theme	:	Establishing a More Dynamic & Robust ASEAN: Unleashing Leadership Skills Among ASEAN Leaders of Tomorrow
Dates	:	28th April - 4th May, 2019
Venue	:	Universiti Utara Malaysia, Sintok Kedah, Malaysia
Participants	:	University Student Leaders (Students Representative Council)
Registration Fee	:	USD 550 per student (International) RM 700.00 per student (Local) (Inclusive full accommodation, three meals a day, certificate of attendance, forum materials, leisure and visitations and momentous)

TARGET AUDIENCES

This forum is targeted for ASEAN's university student leaders at their respective universities. These may include:

- Student Leaders Council Members at respective ASEAN universities;
- Student Leaders within various associations, clubs at respective ASEAN universities;
- Undergraduate or Graduate Students; and
- Any registered students from the respective ASEAN universities whom are holding or appointed as leaders.

DURATION

This forum is customized and organized for a **SEVEN (7) days** session that will be held from 28th April to 4th May 2019 at our beautiful campus in the northern region of Malaysia.

IMPORTANT DATES

Call for Participants	:	06 th March to 20 th April, 2019
Registration & Dateline for Payment	:	15 th March to 20 th April, 2019

METHODS

Various methods would be used to ensure optimum level of participants' comprehension and participation. The methods are based on the following details:

- i) Invited and plenary speakers
- ii) Round table discussions
- iii) Written and/or short documentary, group exercise and role play
- iv) UUM exploration and cultural activities
- v) Visitation around Kedah (Alor Setar & Langkawi) and Penang Island

TENTATIVE
THE 2ND LEADERSHIP AND CULTURAL FORUM FOR
ASEAN UNIVERSITY STUDENT LEADERS (LECUF 2.0) 2019
28TH APRIL– 4TH MAY 2019
UNIVERSITI UTARA MALAYSIA

DATE / DAY	TIME	ACTIVITIES
28th April 2019 (Sunday)	9:00 am – 12:30 pm	Registration <i>(all participated universities)</i>
	12:30 pm – 2:00 pm	Lunch
	2:00 pm – 6:30 pm	Campus Tour -Library Visitation -Cultural & Arts Centre UUM -Jungle Tracking to Hidden Lake -Visit Pokok Tiga Beradik -Go Cart
	6:30 pm – 8:00 pm	Dinner
	8:00 pm – 10:30 pm	Ice Breaking
	10.30 pm	Free & Easy, Rest
	7:00 am – 8:00 am	Breakfast
29th April 2019 (Monday)	8:00 am – 10:00 am	Sharing Session "Transformational Leadership with NLP Strategies"
	10:00 am – 10.30 am	Tea Break
	10.30 am – 12.30	Sharing Session "Leadership Skills - Lead To Win"
	12.30 pm – 2:00 pm	Lunch, Rest, Zohor Prayer
	2.00 pm – 6:30 pm	Let's Tour de Alor Setar Kedah -Kedah Paddy Museum -Sultan Abdul Halim Gallery -Zahir Mosque -Alor Setar Tower
	6:30 pm – 8:00 pm	Dinner
	8:00 pm – 10:30 pm	Practise for Cultural Night
	10.30 pm	Free & Easy
	6:30 am – 7:00 am	Breakfast

**PAPERWORK THE 2ND LEADERSHIP AND CULTURAL FORUM FOR ASEAN
UNIVERSITY STUDENT LEADERS 2019(LECUF 2.0)**

30th April 2019 (Tuesday)	7:00 am – 4:30 pm	Let's Tour de Penang Island "Our Culture, Our Way on Life Balance" -Penang Hill -Fort Cornwallis Penang Lunch -Kek Lok Si -Penang Street Arts -Gurney Plaza
	4:30 pm – 9:00 pm	Back to UUM Dinner
	9:00 pm – 10:30 pm	Sharing Session "Being A Great Leader Using NLP Techniques"
1st May 2019 (Wednesday)	8.00 am – 8.45 am	Breakfast
	8.45 am – 10.30 pm	Let's Tour de Langkawi Island (Day 1) -Kilim Geoforest Park and Mangroves Tour - Pantai Chenang - Chenang Mall
2nd May 2019 (Thursday)	8.00 am – 9.00 am	Breakfast
	9.00 am - 6.00 am	Let's Tour de Langkawi Island (Day 2) -Cable Car -Shopping Session at Complex of Haji Ismail Group (HIG)
	6.00 pm – 8.00 pm	Move to UUM & Dinner
	8.00 pm – 10.30 pm	Practise for Cultural Night
3rd May 2019 (Friday)	6:30 am – 8:30 am	Breakfast
	8:30 am – 10:00 am	Sharing Session "Beginner to Advance by the Captain Industry" Q & A Session
	10.00 am – 10.30 am	Tea Break
	10.30 am – 1.00 pm	Forum & Discussion Session "Imagine the Future: Developing Young Leaders"
	1:00 pm – 2:30 pm	Lunch
	2:30 pm – 3:30 pm	Group Activities
	3:30 pm – 6:30 pm	Indoor Game Activities
	6:30 pm – 11:00 pm	Closing Ceremony
11.00 pm	Rest & Easy	
4th May 2019 (Saturday)	8:00 am – 9.00 am	Breakfast
	1:00 pm	Free & Easy Check Out

GETTING TO UNIVERSITI UTARA MALAYSIA

LECUF 2019 is hosted by UTRACY-UECSB, Universiti Utara Malaysia and will be organised at our beautiful campus located in the northern region of Malaysia in Sintok, Kedah which is minutes away from our neighbouring country, Thailand. The closed local airport to our campus is Sultan Abdul Halim, Alor Setar Kedah (AOR). International participants will have to take a domestic flight from Kuala Lumpur International Airport (KLIA) to Alor Setar, Kedah. Participants from Thailand can fly to Hat Yai International Airport and take land transportation to Malaysia-Thailand Border and we will fetch you from there.

REGISTRATION

- Registration must be made via registration form that attached together with the invitation letter that the organizer have been emailed or posted to any institutions involve.

- By filling out and submitting this registration form, we are assume you are agree to the above terms and conditions. We look forward to meet you soon.

- Any cancellation must be made in writing. Please pay the exact amount of program's fee to UECSB.

- Any changes of participants must be notified to us ASAP and is welcomed. However NO refund will be made for Non-Attendees or No-Show.

PAYMENT



FEE CHARGES (RM)			
No.	Duration of Forum	Fee Charges (RM)	Payment Methods
1.	THE 2ND LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS 2019 (LECUF 2.0) - 7 Days -	USD 550 per student (International)	Online Payment (full payment is required)
2.		RM 700.00 per student (Local)	

- Please give the **confirmation to join us together with full payment before 20th April 2019.** (*any extension period for registration and payment from any participants must be in written by email to the organizer)
- Full payment on registration day is possible with prior arrangement and confirmed participation with LECUF organizer.
- All payments must be made to:

**Account : UNIUTAMA EDUCATION AND CONSULTANCY
SDN. BHD.**
Account no : BIMB 02093010007784
Bank : Bank Islam Malaysia Berhad
SWIFT Code : BIMBMYKL
**Address : Menara Bank Islam, Jalan Perak,
50450 Kuala Lumpur**
Country : Malaysia

- **Please Note**:- The fee per participant is inclusive the following items :
 - ✓ **Forum Materials**

- ✓ *Forum Kits*
 - ✓ *Learning & Lesson Class*
 - ✓ *Forum Activities/Games*
 - ✓ *Name Tag*
 - ✓ *Certificate of Attendance*
 - ✓ *Graduation Ceremony*
 - ✓ *Twin Sharing Accommodation (*inclusive accommodation for a day before programme start)*
 - ✓ *ALL ground transportation during programme (where necessary)*
 - ✓ *Visitation to Kedah (Alor Setar & Langkawi Island) and Penang inclusive ticketing*
 - ✓ *Return pick-ups from Sultan Abdul Halim, Alor Setar Kedah (AOR) Airport and Malaysia-Thailand Border*
 - ✓ *Food & Beverages (3 times meals)*
 - ✓ *And All Momentous*
- The fee charges as stated on the above is **exclusive** of :
- ❖ *Full travel insurance during forum*
 - ❖ *The organizer do NOT cover return transportation cost from participants' country*

~ THANK YOU AND MEET YOU SOON ~