

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) | 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) |
| | | 1230 - 1245 | Q & A |
| 3 | 30 July (Fri) | 1000 - 1100 | LEADERSHIP BEYOND 21ST CENTURY (WORLD CHANGER) |
| | | | Talk 3: Future Leaders |
| | | 1100 - 1115 | Q & A |
| | | 1115 - 1130 | Coffee Break |
| | | 1130 - 1230 | Talk 4: World Political Leaders |
| 1230 - 1245 | Q & A | | |
| 4 | 2 Aug (Mon) | 1000 - 1100 | Talk 5: University Leadership |
| | | 1100 - 1115 | Q & A |
| | | 1115 - 1130 | Coffee Break |
| | | 1130 - 1230 | INTERNATIONAL LEADER'S FORUM |
| | | | Forum 1: Embassies Sharing Session |
| 1230 - 1245 | Q & A | | |
| 5 | 4 Aug (Wed) | 1000 - 1100 | INDUSTRY LEADERS |
| | | | Talk 6: Asia Economic Leader |
| | | 1100 - 1115 | Q & A |



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| | | 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.

