



# District Membership Seminar 2011-12

Incorporating Public Image and Fellowship

## Johor Bahru, Malaysia

Venue: New York Hotel (22 Jalan Dato' Abdullah Tahir, Johor Bahru)



Membership



Seminar



Rotary PR



Fellowship

## Seminar and Dinner Registration

**Host Club** : Rotary Club of Johor Bahru  
**Regional Chair** : PP Dr Angamuthu  
[surein@streamyx.com](mailto:surein@streamyx.com)

### Cost of participation:

Seminar: RM25.00  
Dinner alone: RM 40.00  
Seminar and dinner: RM 50.00

Payment Methods: Cash

**RSVP contact:** PP Angamuthu Rajoo <[surein@streamyx.com](mailto:surein@streamyx.com)>  
PP Leong Chee Woh <[cheewohrotary@gmail.com](mailto:cheewohrotary@gmail.com)>

[www.facebook.com/districtmembershipseminar](http://www.facebook.com/districtmembershipseminar)

*24 September 2011 Johor*



## SEMINAR PROGRAMME

### 24 September 2011, Saturday

- 12.30pm Registration
- 01.00pm Welcome Address by President Ng Swee Poh of RC Johor Bahru
- 01.05pm Opening Plenary Session "Membership Goals, Recent Trends and the Way Forward" by DG Hj Zainie Abdul Aucasa
- 01.25pm Keynote address Quo Vadis Rotary? Has Rotary lost its way?" By PDG David Tong
- 01.45pm **Session I – Making Rotary Relevant**  
Session Chair : PP Erich Schneider, AG Group 6
- Keynote address: "Making Rotary relevant through values" by PDG Dr. Philbert Chin
  - Panelist: "Young Rotarians add vitality to Rotary" PP Stanley Low, RC Singapore
  - Panel Discussion chaired by PP Erich Schneider
  - Rapporteur: Pre Chong Lee Lee, RC Tebrau
- 02.35pm **Session 2-Using Rotary Brand to Attract PMET to Rotary**  
Session Chair : PP Michael Yee, District Chair – Vocational Service
- Keynote Address: "Ways to increase membership" by PDG John Cheah
  - Panellist: CP Micheal Quek "Club Branding" RC Sentosa
  - Panel Discussion chaired by PP Michael Yee
  - Rapporteur: PP Bernard Tan, RC Straits View
- 03.25pm Tea and Networking
- 04.00pm **Session 3 – Conflict Resolution for better retention**  
Session Chair : PP Ravi Velu, District Chair – Fellowship & Recreation Committee
- Keynote address: "Tolerance, Patience and Understanding for better Conflict Resolution" by DGN Lee Kong Hwee
  - Panelists : How to communicate effectively to club members by IPP Dr Siva, RCJB
  - Panel Discussion Chaired by PP Ravi Velu
  - Rapporteur: RC Kulai
- 04.50pm **Session 4 – Good Rotary PR and Image for Membership Growth**  
Session Chair : PP Andre Suharto, District Chair – Public Relations Committee
- Keynote address: Effectiveness of PR on Membership Growth by PDG Lim Hock Teck
  - Panelist: How PR could help to draw potential to Rotary by PP John Ng, RC Pasir Gudang
  - Panel Discussion chaired by PP. Andre Suharto
  - Rapporteur: Pres Lim Chin Leong RC Puteri Lagoon
- 05.40pm Closing Address: "Trilemma of Membership Growth" by PP Alex Eow, District Chair - Membership Development Committee
- 05.50pm Thank you address by DG Hj Zainie Abdul Aucasa
- 06.00pm End of Seminar

*24 September 2011 Johor*



## **“CELEBRATE ROTARY FELLOWSHIP” DINNER**

### **24th September 2011, Saturday**

**Objective:** To showcase and highlight the work of Rotary to potentials and friends of Rotary using the event to achieve both PR and Membership goals

**Organised by:** District Fellowship and Recreation Committee with the help of Host Club and Regional Chairs of the District Membership Seminar

**Organizer :**  
PP Ravi Velu, District Chair, Fellowship and Recreation Committee

06.30pm	Cocktail
07.00pm	Welcome address by DG Zainie
07.05pm	“Know Rotary”
07.15pm	“Representative projects of Rotary”
07.30pm	Dinner
08.30pm	Induction of new members
09.00pm	entertainment
10.00pm	end of party

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