UPCOMING
EVENTS

MZ GROUP

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6 INTERNATIONAL CONFERENCES
57 MASTERCLASS

SCAN QR FOR

full event calendar and brochures

Courseleader
Melvyn Tan

Befinity

Melvyn Tan ✓ · 1st

🚀 Make AI Your IA (intelligent assistant) • 3-pronged strategy to transform your marketing and communications by leveraging AI: Empower • Implement • Augment

Singapore, Singapore · Contact info

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Befinity AI

Nanyang Technological University Singapore

Present: Co-founder and AI Strategist at Befinity AI. Guide companies to use AI strategically in their business. Start with empowering their teams, implementing AI into their workflow, and augmenting their capabilities with custom AI solutions.

Melvyn Tan is a seasoned business strategist based in Singapore, with a focus on leveraging AI tools for strategic planning, content strategy, and copywriting. Over two decades, he has consulted, trained, and coached leaders and executives from more than 370 organizations including Steinway Gallery Singapore, Yeo's, Citigroup, Temasek Polytechnic, and others.

Melvyn's approach is to empower businesses in crafting strategic roadmaps that transform their business processes, leading to enduring and defensible profits. He has also leveraged the power of AI tools to automate repetitive tasks, enhance work quality, and save both time and money.

Courseleader
Melvyn Tan

Since 2018, Melvyn has been conducting training and has developed a suite of training programs centered on Video as a Content Strategy. These programs include Professional Certificate in Video Storytelling Using Smartphone, Leveraging TikTok Marketing To Boost Your Branding, and Video Editing For Executives.

Melvyn holds both a Bachelor in Business (Applied Economics) from Nanyang Technological University and was awarded the Nanyang Scholarship to pursue his Master of Business in Applied Economics with a specialization in Total Factor Productivity from Nanyang Technological University.

In addition to his academic qualifications, Melvyn has also developed and delivered bespoke in-house training programs focused on Digital Tools such as Podcasting, Vlogging, and Virtual Meeting Platforms for numerous Singapore agencies.

His expertise in AI tools was demonstrated in December 2022 when he developed an arsenal of over 100 prompts for crafting video scripts, headlines, blog posts, and social posts, marking a new level of content creation efficiency and creativity. He also developed 2 web applications as proof-of-concept to demonstrate how corporations can customize the use of ChatGPT for greater efficiency and quality.

Melvyn also holds the Singapore Workforce Skills Qualifications (WSQ) Advanced Certificate in Training and Assessment (ACTA).

Course Overview

ChatGPT for Strategic Planning: Leveraging AI for Smarter Decision Making

In this interactive workshop, corporate professionals will learn how to integrate ChatGPT and AI tools into their strategic planning processes to make smarter, faster decisions. Led by experienced business strategist Melvyn Tan, participants will discover how AI can enhance decision-making by automating tasks, analyzing complex data, and providing real-time insights. The workshop will focus on practical applications of AI in scenario modeling, communication, and alignment across teams, ultimately enabling more efficient business strategies.

Trainer's Expertise and How It Benefits Participants

Melvyn Tan brings over 20 years of experience in strategic planning and AI tool integration. He has consulted and trained executives from over 370 organizations, including top firms like Citigroup and Temasek Polytechnic. With his deep understanding of AI, Melvyn has developed tools to help businesses streamline operations and improve content creation. Participants will gain actionable strategies for applying AI to strategic planning, enabling them to make informed decisions quickly, optimize processes, and enhance team collaboration for better overall business performance.

Course Overview

Workshop Objectives

✓ **Understanding AI's Role in Strategic Planning**
  - Learn how AI can streamline the strategic planning process by analyzing datasets, providing real-time insights, and generating data-driven recommendations for decision-making.

✓ **Improving Data-Driven Decision Making**
  - Discover how to utilize AI to gather, analyze, and interpret data effectively to make more informed and timely business decisions that align with long-term objectives.

✓ **Enhancing Scenario Planning and Forecasting**
  - Master the use of ChatGPT for simulating different business scenarios, predicting future outcomes, and building adaptable strategies in an ever-changing business environment.

✓ **Integrating AI Tools into Corporate Strategy**
  - Explore how to embed AI tools into the broader corporate strategy to drive innovation, streamline processes.

Course Outline - Day 1

Day 1: Uncover Opportunities and Define Vision with AI-Powered Analysis

Time	Agenda - 26th February 2025
8:30 AM	Introduction & Networking
9:00 AM	**Module 1: Environmental Scan with AI (Uncover Hidden Opportunities)** **1. AI for Market Research & Analysis:** Learn to use AI tools to uncover market trends, identify potential threats, and discover untapped opportunities.
10:30 AM	Morning Tea Break
10:45 AM	**2. AI for Competitive Analysis** **Mini Project:** Conduct an AI-powered environmental scan for your industry. You'll apply your knowledge to gain a holistic view of the market, identifying potential threats and opportunities for your business.
12:15 PM	Lunch (Buffet)
1:30 PM	**Module 2: Goals Visualization with AI (Clearly Define Your Vision)** **1. AI for Goal Setting & Prioritization:** Define SMART goals, prioritize initiatives, and create a clear roadmap for your strategic plan.
3:00 PM	Afternoon Tea Break
3:15 PM	**2. AI for Scenario Planning:** Explore different future scenarios and assess their potential impact on your business goals.
4:30 PM	**3. Mini Project:** Use AI to visualize your company's strategic goals and identify key performance indicators (KPIs) for tracking progress.
5:00 PM	QnA and debrief of Day 1
5:30 PM	End of Day 1

Course Outline - Day 2

Day 2: Develop actionable plans and optimize strategies using AI-driven insights and performance monitoring

Time	Agenda – 27th February 2025
8:30 AM	Introduction & Networking
9:00 AM	Day 2 Kick-off: Sharing Key Takeaways from Day 1
9:30 AM	**Module 3: Craft Winning Strategies with AI (Develop Actionable Plans)** **1.AI for Strategy Development & Optimization:** Learn how AI can help you develop, refine, and optimize your strategic plans based on data and insights.
10:15 AM	Morning Tea Break
10:30 AM	**2. AI for Risk Management:** Identify potential risks and develop mitigation strategies based on AI-powered risk assessments
11:30 AM	**3. Mini Project:** Develop a winning strategy for a specific initiative within your company.
12:30 PM	Lunch (Buffet)
1:30 PM	**Module 4: Evaluation & Adaptation with AI (Continuously Improve)** **1. AI for Performance Monitoring & Analysis:** Learn how to use AI to track your strategic plan's progress, analyze key performance indicators (KPIs)
2:30 PM	**2. AI for Strategic Learning & Optimization:**
3:15 PM	Afternoon Tea Break
3:30 PM	**3. Mini Project:** Conduct a comprehensive evaluation of your strategic plan
5:00 PM	**QnA, Final Thoughts and Concluding Remarks**
5:30 PM	End of Day 2

Past Attendees

MZ GROUP

CSE COLOMBO STOCK EXCHANGE — Creating Wealth and Value

FGV

Pfizer

PUBLIC BANK

RHB Bank

MARY KAY

Alamflora — Appreciating LIFE

ISKANDAR INVESTMENT

MUFG

SUNWAY

HongLeong Bank

BAIDURI BANK

MRT CORP

ManipalHospitals

Western Digital

BAIDURI BANK

MNRB HOLDINGS BERHAD

MSIG

CARING

Shell

AmBank Group

PNB — Permodalan Nasional Berhad

pharmaniaga

sarawak energy

BSN

Sime Darby

Aji

Great Eastern

midf

prasarana

DUOPHARMA

AJINOMOTO

VOLVO

TOP GLOVE — TOP QUALITY. TOP EFFICIENCY

Ansell

watsons

IHH Healthcare

AXIATA DIGITAL

U mobile

BANK ISLAM

Dialog

karex

HONDA

ALLIANCE BANK

EXIM BANK MALAYSIA

CIMB

PROTASCO

COLUMBIA ASIA

AXA

REPSOL

KPJ HEALTHCARE

Tasek Corporation Berhad

DHL

Fonterra

KLCC

Great Eastern TAKAFUL

MDEC

AFFIN HWANG CAPITAL

ROYAL BRUNEI AIRLINES

First Solar

AEON

ABOUT MINDZALLERA

Mindzallera is a young and vibrant company that aims to provide top quality, best training programs and conferences to corporate and businesses in Malaysia. We are HRDF-approved and recognize the human element in the development of any business. Our company will embark on this journey together as we provide the best training program, locally and overseas, with the best price in town to be delivered to the company's staff. Progression in each of these training programs will be our milestone of achievement and will move the business and staff's capability to higher heights.

We've had excellent feedback on our series of workshops to delegates to adapt to new circumstances and align with new goals. Every workshop delivers best practices, real-world examples and recommendations based on our leaders' deep understanding of the challenges you face every day. Each is completely customizable to meet your organization's unique needs and challenges.

OUR MILESTONE

8730+
DELEGATES SINCE 2021

360+
CONDUCTED EVENTS

900+
COMPANIES PARTICIPATED

VISIT US: WWW.MINDZALLERA.COM

MINDZALLERA

REGISTRATION FORM

CHATGPT FOR STRATEGIC PLANNING: LEVERAGING AI FOR SMARTER DECISION MAKING
26-27 February 2025

WORKSHOP FEES

☐ **RM3500 per pax** (without hotel accommodation)

☐ **RM3998 per pax** (including ONE (1) night hotel accommodation- corporate rate for participants)

PRICES ARE INCLUSIVE OF 8% SST

HRD CORP (HUMAN RESOURCE DEVELOPMENT CORPORATION)

HRDC CLAIMABLE
(SBL - KHAS)
MYCOID: 1407250T

VENUE

JW MARRIOTT HOTEL, KUALA LUMPUR

METHOD OF PAYMENT

Payable by Cheque to: **Fresh Upskills Training Sdn Bhd**

Bank Transfer:
Payment by bank transfer should be made to:
HONG LEONG BANK
Ground Floor(Lot G3), Menara Raja Laut,
No, 288, Jalan Raja Laut, 50400 Kuala Lumpur

Account Name : **Fresh Upskills Training Sdn Bhd**
Account No : **331 000 774 59**
Swift Code : **HLBBMYKL**

2 EASY WAYS TO REGISTER

By email : registration@mindzallera.com

(Email your scanned Registration Form)

By Post : 33-05, Binjai 8, No. 2, Lorong Binjai,
50450, Wilayah Persekutuan Kuala Lumpur
M: 010 9154521 (Sebastian)
018 2000262 (Steven)

CANCELLATION

Substitutions are welcome at any time. Please notify us at least 3 working days prior to the event.

All cancellations will carry a 10% cancellation fee, once the Registration Form is received. All cancellations must be in writing by fax or email at least 2 weeks before the event date. Verbal cancellation is not applicable. Cancellations with less than 2 weeks prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

FRESH UPSKILLS TRAINING SDN BHD reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

ORGANISATION DETAILS

Please write registered company name and address.
Name: _____
Address: _____
_____
_____ Postcode
Tel : _____ : Fax : _____

DELEGATE DETAILS

Please write full name as per IC / Passport.
Name: _____
Job Title: _____
Dept: _____
Email: _____
Mobile No.: _____

Please write full name as per IC / Passport.
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Mobile No.: _____

Please write full name as per IC / Passport.
Name: _____
Job Title: _____
Dept: _____
Email: _____
Mobile No.: _____

AUTHORISATION

Signatory must be authorised to sign on behalf of the contracting organisation.
Name: _____
Job Title: _____
Dept: _____
Telephone: _____ Mobile : _____
Email: _____

Signature: _____

INVOICE

The Invoice should be directed to [ ] Mr [ ] Ms [ ] Dept:

Name: _____
Designation : _____
Dept: _____
Telephone: _____ Extension _____
Mobile: _____ : Email: _____

FOR OFFICE USE

Project Manager: Sebastian   Event code: CHATGPTSTRA

Date received :   Verified by :