**JADUAL PELAKSANAAN PROGRAM**

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|  **HARI PERTAMA**  **5 MAC 2024 (SELASA)** |
| **WAKTU** | **PROGRAM** | **PENCERAMAH** | **TEMPAT** |
| 1200 PM-2.00 PM | Check In Hotel | Urusetia | Hotel |
|   MAKAN TENGAH HARI / SOLAT |
| 2.30 - 4.30 PM | **MODUL** : * *Introduction & Ice-breaking*
* *Malaysia Digital Landscape (Data Report)*
* *Social Media is Marketing*.
 | Azeril Zulkifli | Dewan Kursus,Hotel |
|   MINUM PETAN |
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| 5.30 - 6.30 PM | **MODUL** : * *Target Audience - Why It Is Important*
 | Azeril Zulkifli | Dewan Kursus,Hotel |  |  |  |  |  |
| MAKAN MALAM |
| 8.30PM- 10.30PM | **MODUL** : * *Choose the Right Socmed Platforms*
* *Develop Your Digital Platform Base*
* *The Importance of Socmed Bio*
* *Develop Content Personality*
 | Azeril Zulkifli | Dewan Kursus,Hotel |

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|  **HARI KEDUA** **6 MAC 2024 (Rabu)** |
| **WAKTU** | **PROGRAM** | **PENCERAMAH** | **TEMPAT** |
| 7.00 – 8.30 AM | Sarapan Pagi / Taklimat Urus Setia |  |
| 8.30 – 10.30 AM | **Modul :** * *Why is* **User-generated content***(***UGC***) Very Crucial To Your Business?*
* *Brand, KOL & Online Media Collaborations*

*Utilize Socmed Analytics* | Azeril Zulkifli | Dewan Kursus,Hotel |
|   MINUM PAGI/ REHAT  |
| 11.00 -1.00 PM | **MODUL** *:*  * *Story Telling & Communications - Canva*
 | Josh Awang | Dewan Kursus,Hotel |
|   MAKAN TENGAH HARI / SOLAT |
| 2.00 - 4.00 PM | **MODUL**  :*Story Telling & Communications - Capcut**Group assignments* | Josh Awang | Dewan Kursus,Hotel |
| MINUM PETANG |

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| 4.00 – 6.00PM | **MODUL :** **Sufian Padu Beb** ***( SocMed Influencer)****- Journey sharing - Ups & Downs**- Tips on how to make content more effective* |  **Sufian Padu Beb** | Dewan Kursus,Hotel |

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| MAKAN MALAM |

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| 8.30PM- 10.30PM | Aktiviti Berkumpulan*Photo & Video Content Creation, Editting* |  | PersekitaranHotel |

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| **HARI KETIGA** **7 MAC 2024 (KHAMIS)** |
| **WAKTU** | **PROGRAM** | **PENCERAMAH** | **TEMPAT** |
| 7.00– 8.30 AM | Sarapan Pagi / Taklimat Urus Setia |  |
| 8.30 – 10.30 AM | *Social Media Livestream* | Azeril Zulkifli | Dewan Kursus,Hotel |
|  REHAT |
| 10.45 AM 12.30PM | Pembentangan | Azeril Zulkifli | Dewan Kursus,Hotel |
| CHECK OUT / BERSURAI |