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MEDIA ADVISORY

**EMPOWERING OUR YOUTHS FOR THE 21ST CENTURY
THE FUTURE OF PERSONAL BRANDING AND HUMAN CONNECTIONS**

MENDAKI will be rolling out its first Future Of Series for the public on Friday, 15 Feb 2019. Targeting youths, the seminar will expose them to the 21st century skills set necessary to navigate the future economic landscape. At this platform, three invited speakers will touch on Personal Branding and the importance of Human Connections as key components in preparing our youths to be career and future ready. First introduced in 2017 at the ITEs, the Future of Series (FOS) aims at supporting youths in their career journey through industry-specific conversations and sharing by industrial experts.

Guest of Honour, **Mdm Rahayu Mahzam, Member of Parliament for Jurong GRC**, will join Member of Parliament for Bishan-Toa Payoh GRC, Mr Saktiandi Supaat, in a panel discussion to share and address the concerns of youths in the future economy.

We cordially invite your reporters, cameramen and photographers to lend coverage and capture the momentous occasion. Mdm Rahayu Mahzam and Mr Saktiandi Supaat will take a media doorstep and photo opportunities will be made available.

A detailed programme is attached in **ANNEX A** for your reference. Details of the event area as follows:

Day/Date: Friday/ 15 February 2019
Time: 7.30pm to 9.30pm
Venue: The Company Singapore, Odeon Towers
331 North Bridge Road #02-01
Singapore 188720

Future of Human Connections and Personal Branding

Friday, 15 February 2019

7.30pm-9.30pm

The Company Singapore, Odeon Towers, #02-11

331 North Bridge Road, Singapore 188720

Time	Programme
7.30pm	Arrival of Mr Saktiandi Supaat Member of Parliament, Bishan-Toa Payoh GRC Board of Directors, Yayasan MENDAKI
7.35pm	Arrival of Guest-of-Honour Mdm Rahayu Mahzam Member of Parliament, Jurong GRC Board of Directors, Yayasan MENDAKI
7.45pm	Media Doorstop with Mdm Rahayu Mahzam and Mr Saktiandi Supaat
8.00pm	Opening Address by CEO, Yayasan MENDAKI Mdm Rahayu Buang
8.15pm	Speakers Sharing
9.00pm	Panel Discussion Question and Answer
9.30pm	End of Event