



ICT Showcase 2008
College Hall, KTAR
17 December 2008



MOHD NORZI IBRAHIM
24 December 2008

Cisco | Networking Academy®
| Mind Wide Open™

Event Details

- **Venue- College Hall, Kolej Tunku Abdul Rahman, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia**
- **The campus map is available at:**
http://www.tarc.edu.my/campus/kl/campus_klg.htm
- **Target audience: TARC Management Team & Students**

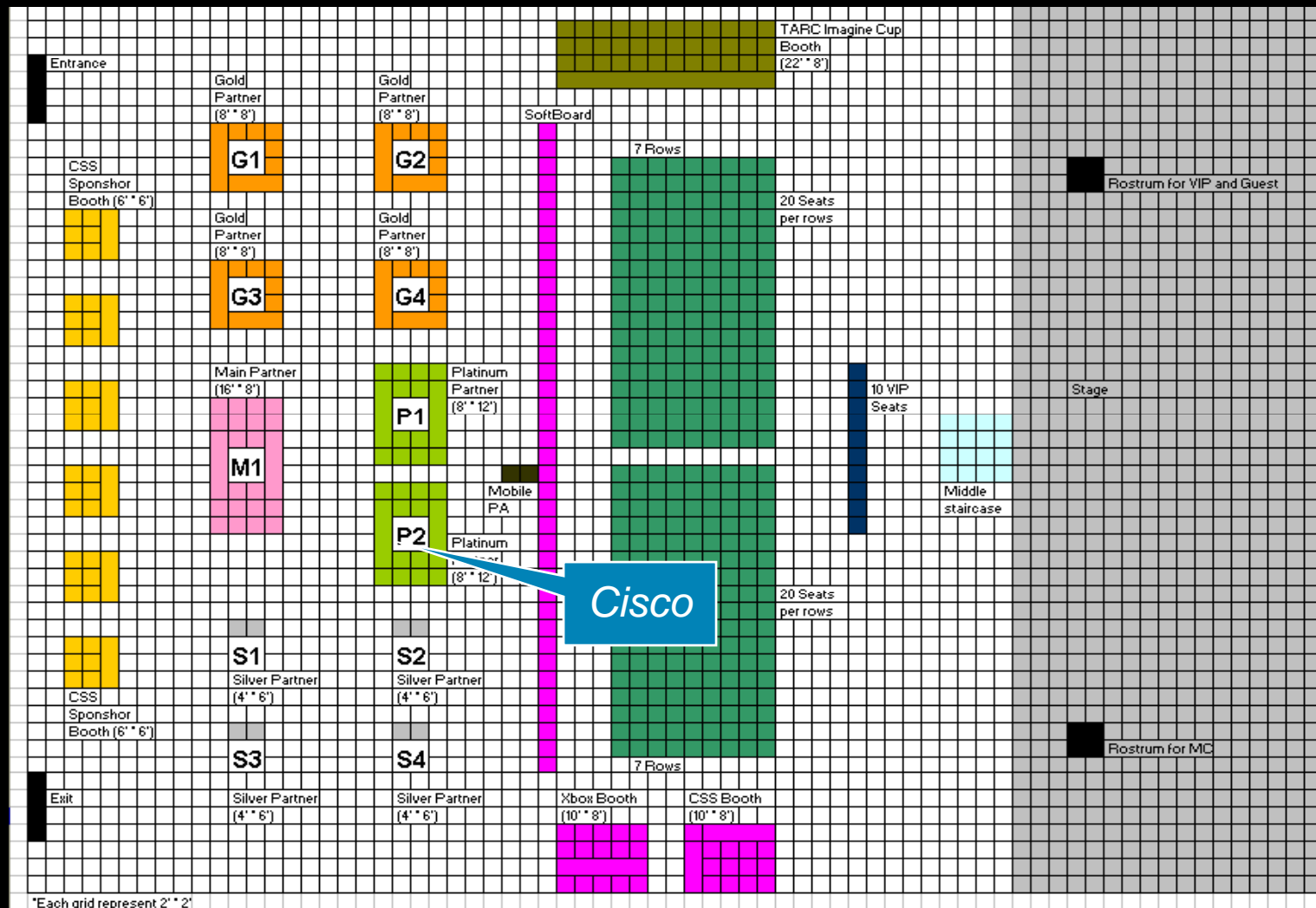


Event Details- Continued

Objectives of event:

- To tighten TARC mind share with Cisco Transforming Education. Cisco is not only an expert in LAN/WAN
- To pitch to KTAR management team
- To foster closer collaborations and relationships with TARC and TARC management team
- To expose students to the latest information and communications technologies
- To engage and increase branding to the student community
- To create more awareness for Networking Academy
- To drive membership for Networking Academy alumni

College Hall - Layout Plan



Program for ICT Showcase 2008

Date: Wednesday, 17 December 2008

Time: 9.30am – 5.00pm

Venue: College Hall

Time	Item	Estimated Duration
9.30am	Arrival of visitors	
10.15am	Performance by TARC Chinese Orchestra Arrival of invited guests for Opening Ceremony	
10.30am	Opening Ceremony Performance by TARC Chinese Orchestra Lucky Draw Session 1	
12.30pm	Solo Singing Performance 1	
12.45pm	Solo Singing Performance 2	
1.00pm	Presentation by Main Partner- Microsoft Malaysia Presentation by Platinum Partners- Cisco Systems & NCL Solutions Lucky Draw Session 2	
1.50pm	Solo Singing Performance 3	
2.00pm	TARC Imagine Cup 2008 Focus Lucky Draw Session 3	
4.00pm	Solo Singing Performance 4	
5.00pm	Close	

Itinerary for ICT Showcase 2008 Opening Ceremony

Date: Wednesday, 17 December 2008

Time: 10.30am (Guests to be seated by 10.15am)

Venue: College Hall

Time	Item	Estimated Duration
10.15am	Arrival of Guests	
10.30am	Arrival of Senior College Officials and Company Representatives	
10.40am	Welcome Address Dr. Ng Swee Chin, Head of School of Arts and Science Tunku Abdul Rahman College	5 mins 8 mins 10 mins
	Speech By Ms. Lim See Wah, Acting Vice Principal Tunku Abdul Rahman College	
11.00am	Official Launch of ICT Showcase 2008	10 mins
11.10am	Souvenir presentation To Ms Lim See Wah by Dr. Ng Swee Chin To technology booth sponsor and participating companies	10 mins
11.20am	End of Opening Ceremony Tour of Event Area	20 mins
11.40am	Refreshment	20 mins

Event Highlights

- *Ms Lim See Wah (Acting Vice Principal) and Dr. Ng Swee Chin (Head of School of Arts & Science visited the booth*
- *More than 2,500 students attended the event*
- *Cisco's acknowledgement as Platinum Partners during the Opening Ceremony*
- *121 names collected for NetAcad Alumni membership*
- *Advertisement in Event Guide Booklet*
- *Presentation by Cisco's partner, CSC entitled "Connect, Communicate and Collaborate" to the attending audience*
- *Lucky Draws*

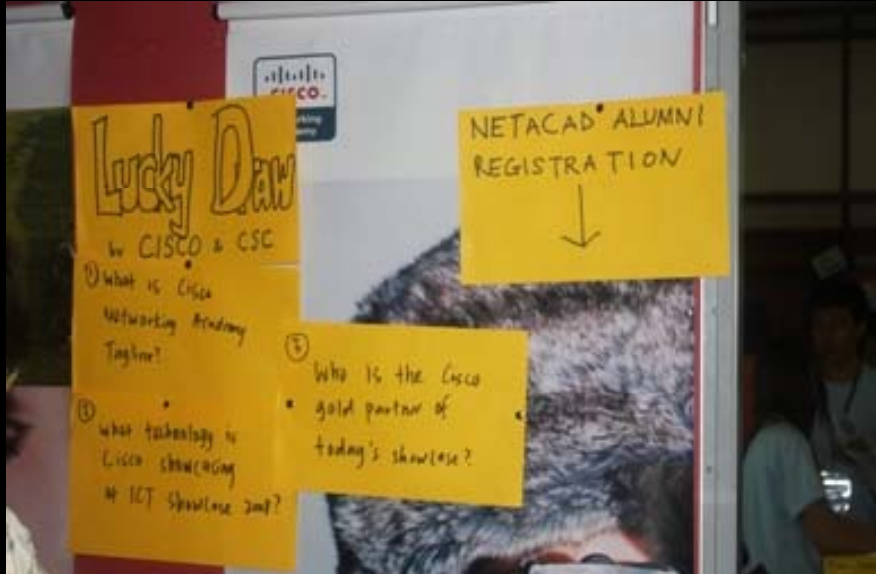
Ms Lim See Wah, Acting Vice Principal accompanied by Dr. Ng Swee Chin, Head of School of Arts and Science visiting the Cisco Booth



More than 2,500 students visited the event



Alumni Membership Drive (121 names were collected)



Lucky Draws

3 Prizes were given away as lucky Draws (2 Backpacks and 1 MP4 Player) and the students have to answer 3 simple questions:

- What is Cisco Networking Academy Tagline?
- What is the technology being showcased at ICT Showcase 2008?
- Who is Cisco's Gold Partner in today's event?

LUCKY DRAWS



Summary

- **The ICT Showcase 2008 was open to all KTAR students and more than 2,500 students attended the event**
- **The event helped to create more awareness and branding on Cisco to the students community in general and the NetAcad program in particular**
- **The objective of getting more CCNA students to sign up as alumni members was met by collecting 121 new names**
- **Due to the unavailability of the Principal, the presentation to the management team of KTAR will be rescheduled to January 2009. A new date to be confirmed soon**
- **Our participation in the event help to strengthen the relationship between Cisco and KTAR as we are seen as a technology leader and very supportive of their activities**

