

eBIZSTART 2021 MASTERCLASSES

TIMES SHOWN ARE KUALA LUMPUR/SINGAPORE/PHILIPPINES TIMEZONE (GMT+8)

15-Jun-2021	Tuesday	Theme: Leadership Masterclasses	
13:15 - 14:15	Session 1	Behavioral Design for Busines Leaders: How To Keep Your Team Engaged On A Limited Time Budget	Alexis Chuah
14:30 - 15:30	Session 2	Leader Within You	Srinivas KM
15:45 - 16:45	Session 3	Effective Ways to Conduct Business Matching on eBizStart 2021	Zaha Izrin Zahari
17:00 - 18:00	Session 4	Leadership: Building A Great Team	Elizabeth Hor

16-Jun-2021	Wednesday	Theme: Entrepreneurshp Masterclass	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	Profitmax Your Business	Coach Peter Lam
12:30 - 13:30	Session 3	Resilient-Proof Your Business	Maresa Ng
13:45 - 14:45	Session 4	Writing A Compelling Business Plan	Jasveena Prabhakaran
15:00 - 16:00	Session 5	How to Sail Through the Pandemic And Ready For Scaling	Brian Tang
16:15 - 17:15	Session 6	Scaling Up From 1M to 100M: The Principles	Miguel Dias
17:30 - 18:30	Session 7	How To Turn Your Bright Ideas into Business (For new entrepreneurs)	Andrew Wong

17-Jun-2021	Thursday	Theme: Digital Marketing Masterclass	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	Effective Keyword Research	Jase Mennies Tan
12:30 - 13:30	Session 3	How to create Effective KOL Strategies to Drive Business Sales	Datuk Irwin Cheong
13:45 - 14:45	Session 4		
15:00 - 16:00	Session 5	How you can use the power of video effectively to drive key business result for you	Ken Neoh
16:15 - 17:15	Session 6	Optimising Facebook Advertising to drive Lead Generation	Richard Moh
17:30 - 18:30	Session 7	Beyond Digital Marketing for New Entrepreneurs	Niel Tan

18-Jun-2021	Friday	Theme: Online - Social Media Masterclass	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	Content Strategy in Social Media Marketing	Bob Lay
12:30 - 13:30	Session 3	Generating Long Term Revenue with SEO	Jase Mennies Tan
13:45 - 14:45	Session 4	How to use Facebook Automation tools to Automate Your Sales Process 24/7 online	Niel Tan
15:00 - 16:00	Session 5	Stand Out Online Using Psychology of Colours	Elizabeth Hor
17:00 - 18:00	Session 6	How To Sell in Tough Times	Hanzo Ng

21-Jun-2021	Monday	Theme: PR, Digital Branding and Image Masterclass	
10:00 - 11:00	Session 1	5 Pillars of Image Branding Strategies	Elizabeth Hor
11:15 - 12:15	Session 2	Branding On A Shoestring	Nicholas Yoon
12:30 - 13:30	Session 3	Branding Your Business with Public Speaking	Srinivas KM
13:45 - 14:45	Session 4	How to Brand yourself through your LinkedIn Profile	Laura Wong
15:00 - 16:00	Session 5	Creating a PR Blueprint for Your Business	Ryan Lee
16:15 - 17:15	Session 6	Basic Copywriting Masterclass	Nicholas Yoon
17:30 - 18:30	Session 7	Selling During Lockdown	Soo Hoo

22-Jun-2021	Tuesday	Theme: Online / E-Commerce Masterclass	
10:00 - 11:00	Session 1	How To Engage More with Your Customers Using Live Commerce (LIVE)	Hanniz Lam

11:15 - 12:15	Session 2	How to use Google My Business to drive traffic to your business (LIVE)	Jase Mennies Tan
12:30 - 13:30	Session 3	Business Model Masterclass For Online Businesses (LIVE)	Andrew Wong
13:45 - 14:45	Session 4	Setting up a professional Wordpress Site (RECORDED)	Xion Lee
15:00 - 16:00	Session 5	The eCommerce Partnerships You Need to Succeed in the U.S. Market	MultiB2B
16:15 - 17:15	Session 6	Effective CX Design & Customer Journey	Yvonne Ng
17:30 - 18:30	Session 7	How to create an interactive video to boost your leads & sales conversion 24/7 online	Niel Tan

23-Jun-2021	Wednesday	Theme: Sales and Marketing Masterclass	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	Building Long Term Relationships with NLP	Dr Sivakumar
12:30 - 13:30	Session 3		
13:45 - 14:45	Session 4	Helping eCommerce Brands Launch on Wayfair	MultiB2B
15:00 - 16:00	Session 5	Bold. Solutions To Help Your Business	Yeo Pek Nee
16:15 - 17:15	Session 6	Bold For SMEs	Yeo Pek Nee
17:30 - 18:30	Session 7	Why you should need an Online Headquarter & a team of 24/7 Online Sales Agents	Niel Tan

24-Jun-2021	Thursday	Theme: Business Management Sales and Marketing	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	Using Dattel 25 Behaviour Types to Position Your Product	Dattel
12:30 - 13:30	Session 3	Target Better and Optimise ROI of Your Facebook Ads with Dattel Microsegmentation AI	Dattel
13:45 - 14:45	Session 4	How to Segment Your Customers Using RFM	Dattel
15:00 - 16:00	Session 5	Network Like KIDCHAN	Kid Chan
16:15 - 17:15	Session 6	Business Continuity - Top Tips on Surviving the Changing Times	Dato George Lim
17:30 - 18:30	Session 7	How to Drive Sales and Customer Engagement with Enginemailer	Enginemailer

25-Jun-2021	Friday	Theme: Funding and Financing	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	How To Make Your Business Invest-able	Ng Kee Peng
12:30 - 13:30	Session 3		
13:45 - 14:45	Session 4	Understand the Investors Mindset when you pitch	Andrew Wong
15:00 - 16:00	Session 5	How To Prepare Your Investment Deck	Andrew Wong
16:15 - 17:15	Session 6	Valuing Your Business Using Discounted Cashflow Method	Andrew Wong
17:30 - 18:30	Session 7		

28-Jun-2021	Monday	Theme: Personal Development	
10:00 - 11:00	Session 1		
11:15 - 12:15	Session 2	How to live an Extraordinary Life!	Caydee Schwarz
12:30 - 13:30	Session 3	Self Hypnosis for Entrepreneurs	Dr Sivakumar
13:45 - 14:45	Session 4		
15:00 - 16:00	Session 5		
16:00 - 16:30		CLOSING CEREMONY	

1. Digitalisation current lock down is 18th either 2pm or 4pm (STANDBY - 17th 2pm)

3. Banking and Financing - Masterclass slot 25th June (either 10am, 12.30pm or 1:45pm or 3pm)