



21-31 MARCH 2022 | ONLINE LEARNING VIA BEELAJAR

26 TOPICS • 22 EXPERTS • 10 TRAINING DAYS



**TRAINING
CATALOGUE**

Critical Thinking Strategies for Better Decision Making

21 – 31 MARCH 2022

SELF-LEARNING VIA BEELAJAR



Delivery in Bahasa Indonesia / English

Learning Objectives

- Explain the concept of critical thinking, its value and how it works.
- Classify factors in supporting an effective critical thinking.
- Generalize the barriers of critical thinking and how to surpass them.
- Give example of applying critical thinking in making better decision in daily work life.



How to be a Good Initiator in the workplace

21 – 31 MARCH 2022 | SELF-LEARNING VIA BEELAJAR

 Delivery in Bahasa Indonesia / English

Learning Objectives


- Explain the concept of initiator, its role and its impact to daily work productivity.
- Summarize the qualities of an initiator.
- Give examples on being a good initiator and wisely to take an initiative in the workplace.



Work Smarter, Not Harder

21 – 31 MARCH 2022

SELF-LEARNING VIA BEELAJAR

 Delivery in Bahasa Indonesia / English



Becoming a Visionary Leader

23 MAR
2022

09.30 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker.

Rangga Husnaprawira

Chief Product Officer
Government Technology – Education
Telkom Indonesia for the Ministry of
Education, Culture, Research and
Technology



Moderator.

Judi Arto

BINUS Marketing Director
Head of Corporate School of Leader



Delivery in English

Only open for 100 leaders (minimal job band Senior Manager)

Learning Objectives

- Explain the concept of visionary leader, its characteristics, and its values.
- Identify the opportunity to grow and scale the organization's influence in the middle of digitally disruptive era.
- Describe the strategy to articulate and promote a vision to empower people in the organization.

Sustaining Competitive Advantages in the Digital Age

23 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker.

Daniel Tumiwa

Chief Operations Officer
Government Technology – Education
Telkom Indonesia for the Ministry of
Education, Culture, Research and
Technology



Moderator.

Harly Toindo

BINUS Corporate Learning
Director



Delivery in English

Only open for 100 leaders (minimal job band Senior Manager)

Learning Objectives

- Identify factors that affect the sustainability competitive advantage and manage them.
- Explain strategies to sustain the organization's competitive advantage in the digital age.
- Give examples on sustaining competitive advantage in the digital age or stay ahead.

Strategic Community Engagement

29 MAR
2022

09.30 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker.

Prasetya Dwicahya

Head of Tribe
Government Technology – Education
Telkom Indonesia for the Ministry of
Education, Culture, Research and
Technology



Moderator.

Meyliana

Vice Rector Global Employability &
Entrepreneurship BINUS University
Head of Corporate School of Higher
Education Operations



Delivery in English

Only open for 100 leaders (minimal job band Senior Manager)

Learning Objectives

- Identify strategic opportunities in engaging community.
- Explain the essential element in building strategic community engagement.
- Describe strategic community engagement strategies to support a better service to all stakeholders.

Boosting Organization's Culture for a Sustained Competitive Advantage

30 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker.

Arki Sudito

Chief of Experimentation Officer
Growth Center by Kompas
Gramedia



Moderator.

Ferry Herdyanto Djunarto

Infrastructure Development &
Optimization Director



Delivery in English

Only open for 100 leaders (minimal job band Senior Manager)

Learning Objectives

- Identify the general perspective up to practical used in organization identity and organizational culture.
- Describe in creating a culture system that can ensure the sustainability of culture that you want to experience in your organization for a sustained competitive advantage.
- Explain how to internalize and manage consistency of your organization culture.
- Explain how to measure the success of organization culture strategy.

Bridging the Gap: Communicate Effectively to Gen Z

21 MAR
2022

09.30 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

**Yan Andre Peranginangin,
M.Psi., Psikolog**

Student Development Center Manager
Student Affairs & Community Development



Delivery in Bahasa Indonesia

Learning Objectives

- Menjelaskan ciri, sifat dan karakteristik generasi Z.
- Mengidentifikasi cara berinteraksi dengan generasi generasi Z.
- Menjelaskan tips dan trick cara meningkatkan engagement Mahasiswa generasi Z.

Keep your Personal and Professional Life in Balance

21 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Inge Tumiwa-Bachrens

Certified Life Coach

Writer of Eating Clean and Mindful Parenting
Book Series

Creator of Project Eating Clean



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the concept and 4 key dimensions to wellbeing (spiritual wellness, emotional wellness, physical wellness, social wellness).
- Explain how does a personal and professional life affect to your wellbeing.
- Show the ways to maintain wellbeing in life.
- Show personal and professional life balance in improving the quality of life.

Digital Media Optimization

22 MAR
2022

09.30 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Haris Suhendra, S.Kom., M.M.

Corporate Marketing Communication
Senior Manager
Marketing



Delivery in Bahasa Indonesia

Learning Objectives

- Explain how to do a campaign.
- Explain the media framework.
- Explain optimization levers.

Perencanaan Finansial & Investasi Pasar Modal

22 MAR
2022

09.00 – 12.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Isfhan Helmy

Head of Research OCBC Sekuritas



Delivery in Bahasa Indonesia

Learning Objectives

- Menjelaskan tips dan strategi finansial di 2022.
- Menjelaskan beberapa alternatif saham.
- Menjelaskan tips untuk berhati-hati terhadap investasi illegal.

Agile Mindset in Digital Immersion

23 MAR
2022

09.30 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Dodi Soewandi

Chief of IT

PT Adira Dinamika Multifinance



Delivery in Bahasa Indonesia

Only open for minimum job band Supervisor

Learning Objectives

- Explain the importance and characteristics of agile mindset in digital immersion.
- Explain the differences between an agile mindset and a fixed mind-set.
- Give examples of actions that encourage the adoption of an agile mindset.
- Interpret how to build agile mindset culture to support digital immersion in a company.

Learning Style Optimization using Technology

23 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Adi Respati, S.Psi., M.Si

Head of Program
Websis For Edu



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the learning mindset.
- Find your own learning style.
- Elaborate techniques in optimizing learning style.
- Explore the suitable tools in optimizing learning style for various professional cases.
- Interpret information in highly effective way.

How to Create Viral Marketing Campaign

24 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Haris Suhendra, S.Kom., M.M.

Corporate Marketing Communication
Senior Manager
Marketing



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the essence of viral marketing and why the content goes viral.
- Classify the types of content that go viral every single day.
- Interpret the strategies and techniques to make a viral marketing campaign effective.

Designing Smart Building using User Approach

24 MAR
2022

09.30 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Totok Sulistiyanto

Director of PT. Narama Mandiri

Core-founders of GBC Indonesia & IABHI



Delivery in Bahasa Indonesia

Learning Objectives

- Explain what is smart building technology and its framework.
- Demonstrate how smart building works along with its features'.
- Give examples of smart building technology possibilities in aligning with user preferences.

SharePoint Online as File Repository Unit

25 MAR
2022

09.00 – 11.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speakers

Gredion Prajena

Knowledge System Manager
Knowledge Management & Innovation

Harvianto

Knowledge System Engineering Section Head
Knowledge Management & Innovation



Delivery in Bahasa Indonesia

Learning Objectives

- Menyimpan, mengakses, dan mencari file di SharePoint Online.
- Melakukan sharing file dan menggunakan fitur di SharePoint Online.
- Menjelaskan proper data management di SharePoint Online.
- Mengatur content pada halaman SharePoint.

A Beginner Guide to NFT: Start Your First NFT

26 MAR
2022

10.00 – 12.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Aloysius Bernanda Gunawan,
S.I.Kom., S.T., M.T.

Business Incubator Coach

Global Employability & Entrepreneurship



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the history, decentralized nature, and the blockchain technology of NFT.
- Explain the steps to make profits out of NFT.
- Identify the suitable NFT marketplaces for oneself.

Stress Management: Ways to Better Manage Your Work-life Balance as Lecturer

28 MAR
2022

14.00 – 16.30 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Edward Andriyanto Soetardhio,
M.Psi., Psikolog

Psychological First Aid (PFA) Facilitator
Co-founder of Lenting
Psychology Lecturer of Universitas Indonesia



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the concept and type of stress.
- Organize time & task based on priority scale.
- Demonstrate how to do a coping.

Instagram and TikTok Insight: Create a Trending Social Media Content

28 MAR
2022

10.00 – 12.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Michael Tanda Putra

Executive Producer - Entertainment
BINUS TV

Faculty of Economics & Communication



Delivery in Bahasa Indonesia

Participants should have Instagram account and TikTok account

Learning Objectives

- Describe how to generate a constantly fresh ideas in creating social media content using Instagram and TikTok.
- Explain the implementation and analysis in boosting effectiveness of a social content promotion and distribution strategy.
- Demonstrate the step by step in evaluating performance of social media content on Instagram and TikTok.

Strategies in Executing an Impactful Personalized Learning

30 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Dr. Agnes Herawati, S.Pd., M.Hum.

Learning Solution Manager

BINUS Corporate Learning & Development



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the concept of personalized learning.
- Show the benefit of personalized learning to the creators and learner.
- Demonstrate the strategies in executing an impactful personalized learning.

Cognitive in Daily Life (Part I)

31 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Ermanda Saskia Siregar, M.A.

Lecturer at Faculty of Psychology
Universitas Indonesia



Delivery in Bahasa Indonesia

Learning Objectives

- Explain the human cognition and its detail.
- Explain the concept of attention and perception also the application in daily life.

Boosting Structural Communication in the Organizations

31 MAR
2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE
VIA BEELAJAR



Speaker

Galuh Ayu Savitri, S.I.Kom., M.I.Kom.

Head of Public Relations Study Program
BINUS University @Malang Campus



Delivery in Bahasa Indonesia

Learning Objectives

- Explain what is structural communication.
- Explain structural communication network types and its impact to the organization.
- Show how to make structural communication in the organization more effective.



Meet PDFest-21 Project Managers

If you have any questions, please do not hesitate to contact us via email or Microsoft Teams chat



Seera Puji Adriaansz Marwa

Email: seera@binus.edu

MS Teams ID: Seera Puji Adriaansz Marwa



Putri Rahayu

Email: prahayu@binus.edu

MS Teams ID: Putri Rahayu