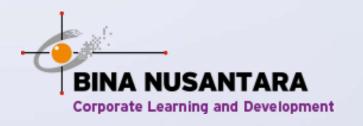


### 21-31 MARCH 2022 | ONLINE LEARNING VIA BEELAJAR

### 26 TOPICS • 22 EXPERTS • 10 TRAINING DAYS



### TRAINING CATALOGUE





Employee Division & Higher Education

# **Critical Thinking Strategies for Better Decision Making**

### 21 – 31 MARCH 2022 SELF-LEARNING VIA BEELAJAR



Delivery in Bahasa Indonesia / English

- 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

- 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.









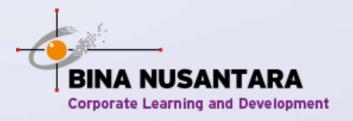
# Work Smarter, **Not Harder**

21 – 31 MARCH 2022 SELF-LEARNING VIA BEELAJAR

Delivery in Bahasa Indonesia / English









# Becoming a Visionary Leader

23 MAR 2022 09.3

09.30 – 11.30 WIB

VIRTUAL CONFERENCE VIA BEELAJAR



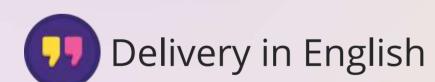
Speaker.

#### 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



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

- 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



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

- 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. <mark>Meyliana</mark>

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



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

- 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



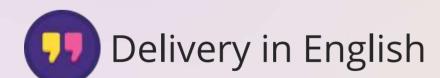
Speaker.

Arki Sudito

Chief of Experimentation Officer Growth Center by Kompas Gramedia



Moderator. Ferry Herdyanto Djunarto Infrastructure Development & Optimization Director



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

- 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

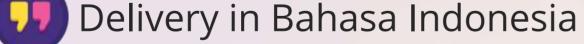
21 MAR 2022 09.30 - 11.30 WIB VIRTUAL CONFERENCE VIA BEELAJAR



**Speaker** 

Yan Andre Peranginangin, M.Psi., Psikolog

Student Development Center Manager Student Affairs & Community Development



- Menjelaskan ciri, sifat dan karakteristik generasi Z.
- Mengindentifikasi 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

- 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



baju kerja



#### Delivery in Bahasa Indonesia

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







# Perencanaan Finansial & Investasi Pasar Modal

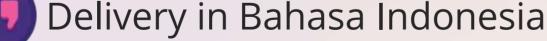
22 MAR 2022 09.00 – 12.00 WIB

VIRTUAL CONFERENCE VIA BEELAJAR



<u>Speaker</u> Isfhan Helmy Head of Research OCBC Sekuritas





- 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 VIRTUAL CONFERENCE 09.30 - 11.30 WIB 2022 VIA BEELA JAR



**Speaker** Dodi Soewandi Chief of IT PT Adira Dinamika Multifinance





#### 规 Delivery in Bahasa Indonesia

Only open for minimum job band Supervisor

- 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.





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# Learning Style Optimization using Technology

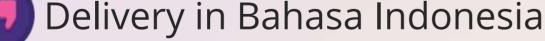
23 MAR 2022 14.00 – 16.00 WIB

VIRTUAL CONFERENCE VIA BEELAJAR



<u>Speaker</u> Adi Respati, S.Psi., M.Si Head of Program Websis For Edu





- 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

- 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.





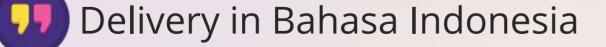


# Designing Smart Building using User Approach

24 MAR<br/>202209.30 - 11.30 WIBVIRTUAL CONFERENCE<br/>VIA BEELAJAR



Speaker **Totok Sulistiyanto** Director of PT. Narama Mandiri Core-founders of GBC Indonesia & IABHI



- 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

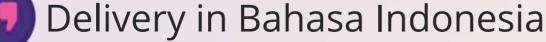
#### **Speakers**

**Gredion Prajena** Knowledge System Manager Knowledge Management & Innovation Harvianto

Knowledge System Engineering Section Head Knowledge Management & Innovation

VIRTUAL CONFERENCE

VIA BEELAJAR



- 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.







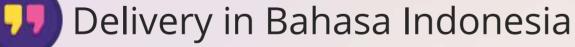
# A Beginner Guide to NFT: Start Your First NFT

26 MAR 2022 10.00 – 12.00 WIB

VIRTUAL CONFERENCE VIA BEELAJAR



<u>Speaker</u> <u>Aloysius Bernanda Gunawan,</u> <u>S.I.Kom., S.T., M.T.</u> Business Incubator Coach Global Employability & Entrepreneurship



- 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

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





Employee Division & Higher Education

## 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

- 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.



SPIRIT





## Strategies in Executing an Impactful Personalized Learning

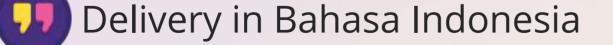
 30 MAR
 14.00 – 16.00 WIB
 VIRTUA

 2022
 14.00 – 16.00 WIB
 VIRTUA

VIRTUAL CONFERENCE VIA BEELAJAR



Dr. Agnes Herawati, S.Pd., M.Hum. Learning Solution Manager BINUS Corporate Learning & Development



- 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.





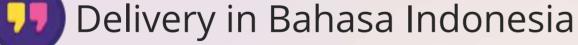


# Cognitive in Daily Life (Part I)

31 MAR<br/>202214.00 – 16.00 WIBVIRTUAL CONFERENCE<br/>VIA BEELAJAR



<u>Speaker</u> Ermanda Saskia Siregar, M.A. Lecturer at Faculty of Psychology Universitas Indonesia



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





14.00 - 16.00 WIB

#### Employee Division

## Boosting Structural Communication in the Organizations

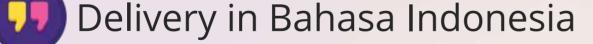
31 MAR 2022

### VIRTUAL CONFERENCE VIA BEELAJAR



#### **Speaker**

Galuh Ayu Savitri, S.I.Kom., M.I.Kom. Head of Public Relations Study Program BINUS University @Malang Campus



- 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