

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



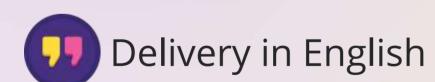
Speaker.

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.



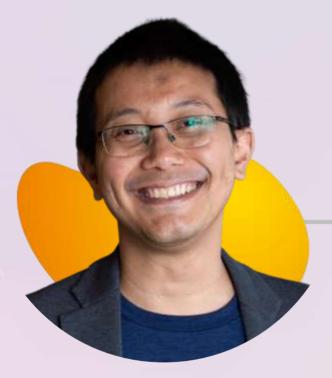


Boosting Organization's Culture for a Sustained Competitive Advantage

30 MAR 2022

14.00 – 16.00 WIB

VIRTUAL CONFERENCE VIA BEELAJAR



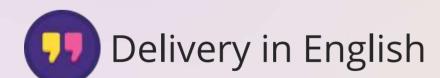
Speaker.

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

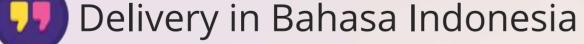
21 MAR 2022 09.30 - 11.30 WIB VIRTUAL CONFERENCE VIA BEELAJAR



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

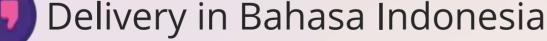
22 MAR 2022 09.00 – 12.00 WIB

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.





Employee Division & Higher Education

Learning Style Optimization using Technology

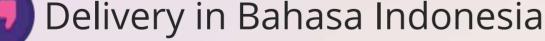
23 MAR 2022 14.00 – 16.00 WIB

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.





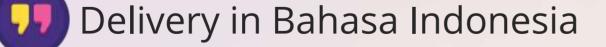


Designing Smart Building using User Approach

24 MAR
202209.30 - 11.30 WIBVIRTUAL CONFERENCE
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

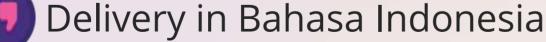
Speakers

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.







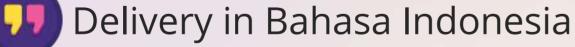
A Beginner Guide to NFT: Start Your First NFT

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

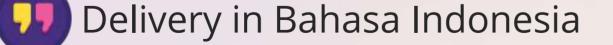
 30 MAR
 14.00 – 16.00 WIB
 VIRTUA

 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.





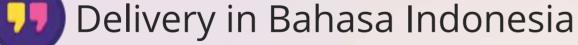


Cognitive in Daily Life (Part I)

31 MAR
202214.00 – 16.00 WIBVIRTUAL CONFERENCE
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

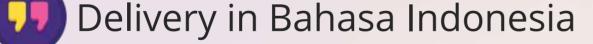
31 MAR 2022

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