

**TENTATIVE PROGRAMME FOR 'MRUN MEDIA PLANS / PROMOTIONAL STRATEGIES'
16 FEBRUARY 2019 (SATURDAY), 8.30 AM – 5.30 PM
POD 1, LEVEL 32A, HOTEL CAPRI, BANGSAR SOUTH**

TIME	ACTIVITY	REMARKS	LOCATION
7.30am	Breakfast	-	Foyer, Level 32A
8.30am	Registration	-	Pod 1, Level 32A
8.45am	Welcoming remarks and workshop briefing	Prof. Dr. Noorsaadah Abd Rahman DVC (Research & Innovation) UM	Pod 1, Level 32A
9.00am	Group Discussion	<p>MRUN Media Plans / Promotional Strategies</p> <ul style="list-style-type: none"> • Media Plans • Promotional Strategies • Third Party • MRUN Business Plans • Expected Outcome <p>MRUN Corporate Video Story Line for MRUN Video Corporate.docx</p>	
10.45am	Tea Break	-	Foyer, Level 32A
11.00am	Group Discussion (cont.)	-	Pod 1, Level 32A
12.15pm	Lunch	-	Caprilicious, Ground Level
2.30pm	Group Discussion (cont.)	-	Pod 1, Level 32A
4.45pm	Tea Break	15 Minutes	Foyer, Level 32A
5.00pm	Presentation and Q & A	30 Minutes Presentation	Pod 1, Level 32A
5.30pm	Summary & conclusion	-	

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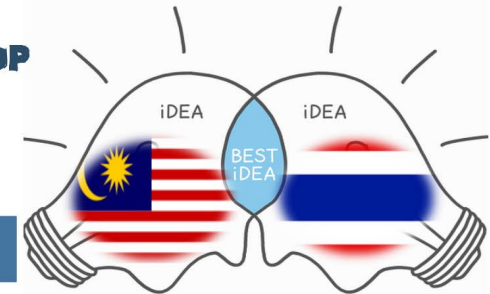
RESEARCH UNIVERSITY NETWORK THAILAND

MRUN-TRUN RESEARCH COLLABORATION WORKSHOP

Theme: Digital & Energy

April 20.2018 . 8.30AM-5.30PM

POD 3, LEVEL 32, CAPRI HOTEL
JALAN KERINCHI, BANGSAR SOUTH
KUALA LUMPUR



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