



บันทึกข้อความ

ส่วนราชการ กลุ่มงานกิจการต่างประเทศ กองประชาสัมพันธ์และกิจการต่างประเทศ หมายเลขโทร 1338
ที่ ศธ 0530.1(10.3)/ **ว 1038** วันที่ **5** กรกฎาคม 2561

เรื่อง ขอความอนุเคราะห์ประชาสัมพันธ์งาน “The 1st Leadership and Cultural Forum for ASEAN University Student Leaders (LECUF) 2018”

เรียน คณบดี

ด้วย Universiti Utara Malaysia ประเทศมาเลเซีย ขอประชาสัมพันธ์งาน
“The 1st Leadership and Cultural Forum for ASEAN University Student Leaders (LECUF) 2018”
ระหว่างวันที่ 9 - 15 กันยายน 2561 ณ Universiti Utara Malaysia เมือง Kedah ประเทศมาเลเซีย ซึ่งเป็นการ
ฝึกทักษะความเป็นผู้นำที่ดีและสร้างเครือข่ายผู้นำนักศึกษาเพื่อพัฒนาอาเซียน รวมถึงการเรียนรู้ ความเข้าใจ
ในความต่างทางวัฒนธรรมและส่งเสริมความสัมพันธ์อันดีร่วมกันของนักศึกษารุ่นใหม่ในอาเซียน โดยกำหนดการ
หมดเขตการรับสมัครวันที่ 1 สิงหาคม 2561 นิสิตหรือผู้ที่สนใจ สามารถศึกษารายละเอียดเพิ่มเติมได้ที่
<https://drive.google.com/file/d/1DOGIqVz-HPLq8AvbMTL2woMKNdC4rREA/view> หรือสอบถามข้อมูล
เพิ่มเติมได้ที่คุณ Roshidah binti Mohamed อีเมล roshidah.uecsb@gmail.com โทรศัพท์หมายเลข
019-4170219/ 04-9284640 รายละเอียดตามเอกสารที่แนบมาพร้อมนี้

จึงเรียนมาเพื่อโปรดทราบและประชาสัมพันธ์

(ผู้ช่วยศาสตราจารย์ชลธิ โพธิ์ทอง)

ผู้ช่วยอธิการบดีฝ่ายประชาสัมพันธ์และกิจการต่างประเทศ



กลุ่มงานกิจการต่างประเทศ กองประชาสัมพันธ์และกิจการต่างประเทศ <iroffice@msu.ac.th>

INVITATION TO JOIN THE 1st LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018

Roshidah Mohamed <roshidah.uecsb@gmail.com>

To: iroffice@msu.ac.th

Cc: Shahida Husna <husna.uecsb@gmail.com>, utracy.uecsb@gmail.com

Thu, Jun 28, 2018 at 8:50 AM

28 JUNE 2018

"UUM: UNIVERSITI PENGURUSAN TERKEMUKA"

The Eminent Management University

YBhg. Tan Sri/ Dato' Wira/ Dato'/Datin/Prof./Assoc. Prof./Dr./Sir/ Madam

Greetings from Universiti Utara Malaysia!

I am Roshidah from Unit of Training and Consultancy (UTRACY), Universiti Utara Malaysia, Sintok Kedah, Malaysia.

We will organize **The 1st Leadership and Cultural Forum for ASEAN University Student Leaders (LECUF) 2018** from **9th September to 15th September, 2018** at our beautiful campus in **Universiti Utara Malaysia, Kedah, Malaysia**.

We would like to invite your student's leader to join the program. For more details, kindly refer the below attachments.

If you have any others requires, do not hesitate to contact Mdm. Shahida Husna binti Jamaludin at husna.uecsb@gmail.com (013-4620248/ 04-9284637) or Ms. Roshidah binti Mohamed at roshidah.uecsb@gmail.com (019-4170219 / 04-9284640) or <https://www.facebook.com/ulk.sintok>.

Thanks, Have a great day!

Roshidah

Unit Latihan dan Konsultansi (UTRACY)
Unitama Education and Consultancy Sdn. Bhd.
 Pusat Pendidikan Profesional dan Lanjutan (PACE),
 Universiti Utara Malaysia,
 06010 Sintok,
 Kedah Darul aman.
 Tel: 04-928 4640/37/43/44/45
 Faxes: 04- 928 4605
 Email: utracy.uecsb@gmail.com / roshidah.uecsb@gmail.com

4 attachments

- L136- Mahasarakham RU.pdf**
136K
- LECUF - List of Attendance.pdf**
24K
- LECUF- BROUCHURE.pdf**
340K
- LECUF- PAPERWORK.pdf**
821K

เรียน ผู้ช่วยอธิการบดีฝ่ายประชาสัมพันธ์และกิจการต่างประเทศ

☒ เพื่อโปรดทราบ

☐ เพื่อโปรดพิจารณา

☒ เห็นควรมอบ/แจ้ง

- จั๊น นั้ จิตาภิรักษ์ พ.ศ. ๖๖๖

- พิมพ์ PR ผ่าน web / FB / Email

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29 มิ.ย. 2561

- ทาน

- ตาน/สโน

(ผู้ช่วยศาสตราจารย์ชลธิ โพธิ์ทอง)

ผู้ช่วยอธิการบดีฝ่ายประชาสัมพันธ์และกิจการต่างประเทศ

2 ก.ค. 61



UECSB

Unit Latihan dan Konsultansi
Unit of Training and Consultancy
Uniutama Education & Consultancy Sdn. Bhd.

Universiti Utara Malaysia

PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018

**9TH-15TH SEPTEMBER 2018
UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH**

Organizer:

**UNIT OF TRAINING AND CONSULTANCY (UTRACY)
UNIUTAMA EDUCATION AND CONSULTANCY SDN. BHD. (945736 D)
(Subsidiary of Uniutama Management Holdings Sdn. Bhd.)
Pusat Pendidikan Profesional dan Lanjutan (PACE)
06010 Sintok, Kedah Darul Aman, Malaysia.
Tel: 04-928 4637/40/43/44/45
Faks: 04-928 4605**

SYNOPSIS

Our Training and Consultancy Unit known as UTRACY which is owned by Uniutama Education and Consultancy Sdn. Bhd. (UECSB), Universiti Utara Malaysia will be organizing the **1st Leadership and Cultural Forum for ASEAN University Student Leaders 2018** from **9th September to 15th September, 2018** at our beautiful campus in Kedah, Malaysia. Our young student leaders are the future leaders and movers of our nation. Together we want to establish a greater ASEAN with leaders who are global thinkers for the betterment of our fraternity. This intended forum will strengthen the fraternity among university student leaders in ASEAN. Most importantly LECUF 2018 offers a platform and congregation among ASEAN student leaders to enhance students leadership skills, develop network, enhances rapport, learn different cultures, discuss issues and challenges that are relevant to build a greater and united ASEAN among future leaders. The forum also encourages students to identify ways they can practice leadership on campus, in their home communities, in city, regionally and globally.

OBJECTIVES

LECUF 2018 will be established to be an annual gathering for student leaders from universities around ASEAN. The event will be held in Universiti Utara Malaysia from 9th to 15th September 2018 to:

- i) Enhance and improve students' leadership skills.
- ii) Help students to examine their own and others' intrinsic and extrinsic motivations as a leaders.
- iii) Use their minds and communications skills to constructively engage and collaborate with others.
- iv) Enhance experiences and knowledge which can be beneficial at the individual, societal and international levels in the future.
- v) Help students to learn and understand different cultures in Malaysia.
- vi) Foster understanding on the good relations and cooperation between ASEAN countries.

PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018

- vii) Promote education on ASEAN within and outside of the region in various dimensions; such as political-security, economic and social-cultural perspectives.

PROGRAM DETAILS

Program Title	: 1st Leadership and Cultural Forum for ASEAN University Student Leaders (LECUF) 2018
Forum Theme	: <i>Building Synergy for a Greater ASEAN</i>
Dates	: 9th-15th September, 2018
Venue	: Universiti Utara Malaysia, Sintok Kedah, Malaysia
Participants	: University Student Leaders (Students Representative Council)
Registration Fee	: USD380.00 per student (Inclusive full accommodation, three meals a day, certificate of attendance, forum materials, leisure and visitations and momentous)

TARGET AUDIENCES

This forum is targeted for ASEAN's university student leaders at their respective universities. These may includes:

- Student leaders Council Members at respective ASEAN universities.
- Student leaders within various associations, clubs at respective ASEAN universities.
- Any registered students from the respective ASEAN universities.

DURATION

The forum is customized and planned for a **SEVEN (7) days session** will be held from **9th September to 15th September 2018**.

METHODS

Various methods would be used to ensure optimum level of participants' comprehension and participation. The methods are based on the following details:

- i) Invited and plenary speakers
- ii) Round table discussions
- iii) Written and/or short documentary, group exercise and role play
- iv) Leisure and cultural activities
- v) Visitation around Kedah and Penang

**PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN
UNIVERSITY STUDENT LEADERS (LECUF) 2018**

TENTATIVE
THE 1ST LEADERSHIP AND CULTURAL FORUM FOR
ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018
9TH – 15TH SEPTEMBER 2018
UNIVERSITI UTARA MALAYSIA

DATE / DAY	TIME	ACTIVITIES
9th Sept 2018 (Sunday)	9:00 am – 12:30 pm	Early Registration (all participated universities)
	12:30 pm – 2:00 pm	Lunch
	2:00 pm – 5:00 pm	Continue of Registration
	5:00 pm – 8:00 pm	Free & Easy
	8:00 pm – 10:30 pm	Dinner & Opening Ceremony
	10.30 pm	Free & Easy, Rest
10th Sept 2018 (Monday)	7:00 am – 9:00 am	Breakfast
	9:00 am – 10:00 am	Ice Breaking
	10:00 am – 12.30 pm	Sharing Session "Effective Leadership with NLP Strategies for Students by Associate Prof. Dr. Hisham Dzakiria"
	12.30 pm – 2:00 pm	Lunch, Rest, Zohor Prayer
	2.00 pm – 6:30 pm	Campus Tour -Library Visitation -Cultural & Arts Centre UUM -Jungle Tracking to Hidden Lake -Visit Pokok Tiga Beradik
	6:30 pm – 8:00 pm	Dinner
	8:00 pm – 10:30 pm	Practise for Cultural Night
	10.30 pm	Free & Easy
11th Sept 2018 (Tuesday)	6:30 am – 7:30 am	Breakfast
	7:30 am – 1:00 pm	Let's Tour de Kedah Darul Aman -Kedah Paddy Museum -Sultan Abdul Halim Gallery -Zahir Mosque -Alor Setar Tower
	1:00 pm – 2:30 pm	Lunch
	2:30 pm – 3:30 pm	Group Activities

**PAPERWORK THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN
UNIVERSITY STUDENT LEADERS (LECUF) 2018**

	3:30 pm – 6:30 pm	Sharing Session "Lead Change and Shared Vision"
	6:30 pm – 9:00 pm	Dinner
	9:00 pm	Rest & Easy
12th Sept 2018 (Wednesday)	6:30 am – 7:00 am	Breakfast
	7:00 am – 6:30 pm	Penang Trip "Our Culture, Our Way on Life on Balance" -Penang Hill -Fort Cornwallis Penang Lunch -Kek Lok Si -Penang Street Arts Gurney Plaza
	6:30 pm – 9:00 pm	Dinner and Free & Easy
	9:00 pm – 10:30 pm	Back to UUM
13th Sept 2018 (Thursday)	7:00 am – 9:00 am	Breakfast
	9:00 am – 10:30 am	UUM Convention Centre Sharing Session "Zero to Hero by our Captain Industry" Q & A Session
	10:30 am – 12:30 pm	Forum & Discussion Session "Building Synergy for a Greater ASEAN"
	12:30 pm – 2:00 pm	Lunch, Rest, Zohor Prayer
	2:00 pm – 4:00 pm	Go Cart Session
	4:00 pm – 7:00 pm	Indoor Game Activity
	7:00 pm – 8:00 pm	Dinner
	8:00 pm – 10:30 pm	Practise Cultural Performances
	10:30 pm	Free & Easy
14th Sept 2018 (Friday)	7:00 am – 9:00 am	Breakfast
	9:00 am – 12:30 pm	Sharing Session "Empower and Inspire People"
	12:30 pm – 2:30 pm	Lunch, Rest, Zohor Prayer
	2:30 pm – 6:30 pm	Rehearsal for Cultural Night Performances
	6:30 pm – 8:00 pm	Dinner
	8:00 pm – 11:30 pm	Closing Ceremony & Cultural Night Performances
	11:30 pm	Back to Hostel, Rest
15th Sept 2018 (Saturday)	7:00 am – 9:00 am	Breakfast
	9:00 am – 12:00 pm	Free & Easy Check Out



LECUF



UECSB



LECUF UUM



UTRACYUECSB



PROGRAMME DETAILS

Dates
9th-15th September 2018

Venue
Universiti Utara Malaysia



REGISTRATION FEE

USD 380.00 PER STUDENT
(Inclusive full accommo-
dation, three meals a day,
certificate of attendance,
forum materials, leisure
and visitations and mo-
mentus)

THE 1ST LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018



FORUM THEME

Building Synergy for a
Greater ASEAN

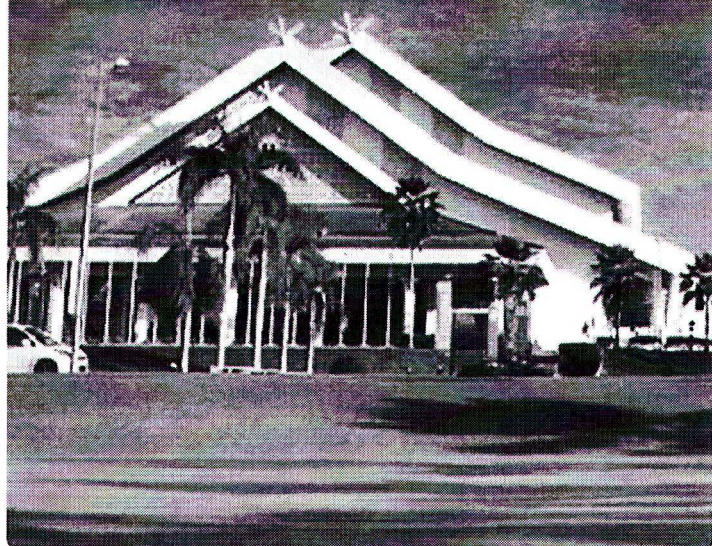


CONTACT US

Email:
utracyuecsb@gmail.com

Tel:
04-928 4637/40/43

Facebook:
UTRACY UECSB UUM



SYNOPSIS

Our Training and Consultancy Unit known as UTRACY which is owned by Uniutama Education and Consultancy Sdn. Bhd. (UECSB), Universiti Utara Malaysia will be organizing the 1st Leadership and Cultural Forum for ASEAN University Student Leaders 2018 from 9th July to 15th September, 2018 at our beautiful campus in Kedah, Malaysia. Our young student leaders are the future leaders and movers of our nation. Together we want to establish a greater ASEAN with leaders who are global thinkers for the betterment of our fraternity. This intended forum will strengthen the fraternity among university student leaders in ASEAN. Most importantly LECUF 2018 offers a platform and congregation among ASEAN student leaders to enhance students leadership skills, develop network, enhances rapport, learn different cultures, discuss issues and challenges that are relevant to build a greater and united ASEAN among future leaders.

OBJECTIVES

LECUF 2018 will be established to be an annual gathering for student leaders from universities around ASEAN. The event will be held in Universiti Utara Malaysia from 9th to 15th September 2018 to:

- ✓ Enhance and improve students' leadership skills.
- ✓ Help students to examine their own and others' intrinsic and extrinsic motivations as a leaders.
- ✓ Use their minds and communications skills to constructively engage and collaborate with others.
- ✓ Enhance experiences and knowledge which can be beneficial at the individual, societal and international levels in the future.
- ✓ Help students to learn and understand different cultures in Malaysia.
- ✓ Foster understanding on the good relations and cooperation between ASEAN countries
- ✓ Promote education on ASEAN within and outside of the region in various dimensions; such as political-security, economic and social-cultural perspectives.

AACSB
ACCREDITEDAMBA
ACCREDITED

**List of Attendance The 1st Leadership and Cultural Forum
for ASEAN University Student Leaders**

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UECSB

Unit Latihan dan Konsultasi
TRAINING AND CONSULTANCY UNIT

Universiti Utara Malaysia

UNIT LATIHAN DAN KONSULTANSI

UNIUTAMA EDUCATION AND CONSULTANCY SDN. BHD. (945736 D)

(Subsidiary of Uniutama Management Holdings Sdn. Bhd.)

Pusat Pendidikan Profesional dan Lanjutan (PACE)

06010 Sintok, Kedah Darul Aman, Malaysia.

Tel : 04-9284637/40

Email : ulk.uecsb@uum.edu.my Website: www.uecsb.com.my

"MUAFAKAT KEDAH"

UECSB-UTRACY/LECUF/MSRU/05-2018/L136
27 MAY 2018

President
Maha Sarakham Rajabhat University
Khamriang Sub-District, Kantarawichai District,
Maha Sarakham 44150,
Thailand.

Dear Sir,

Greetings from UTRACY, Universiti Utara Malaysia

INVITATION TO JOIN THE 1st LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018

The above matter is kindly referred to.

Unit of Training and Consultancy (UTRACY) is a unit under Uniutama Education and Consultancy Sdn. Bhd. (UECSB); meanwhile UECSB is a subsidiary of Uniutama Management Holding Sdn. Bhd. (UMHSB). UMHSB is wholly own by Universiti Utara Malaysia (UUM), Sintok, Kedah. UTRACY focuses on training and professional development, Consultancy, English Management Programmes, Education and International Relations.

UECSB, will be organizing the **1st Leadership and Cultural Forum for ASEAN University Student leaders 2018** from **9th September to 15th September, 2018** at our beautiful campus in Kedah, Malaysia. The forum is specially organised to strengthen the fraternity among university student leaders in ASEAN. The forum offers a platform and congregation among ASEAN student leaders to enhance students leadership skills, develop network, enhances rapport, learn different cultures, discuss issues and challenges that are relevant to build a greater and united ASEAN among future leaders.

Following are more details on the forum for your perusal and consideration :

Program title	: 1st Leadership and Cultural Forum for ASEAN University Student Leaders
Forum theme	: Building Synergy for a Greater ASEAN
Dates	: 9th-15th September, 2018
Venue	: Universiti Utara Malaysia, Sintok Kedah, Malaysia
Participants	: University Student Leaders (Students Representative Council)

Registration fee : **USD380.00 per student**
(Which include full accommodation,
three meals a day, certificate of attendance,
forum materials, leisure and visitations, and
momentous)

Forum format : Invited and plenary speakers, round table
discussions, visitations, leisure and cultural activities

We call your esteemed university participations by sending us **SIX (6) student leaders** to be part of the 200 student delegation to the forum. Your kind cooperation and consideration to the above matter is appreciated. Attached is a RSVP form for your kind action. Kindly confirmed your institution participation before **1st August, 2018**.

For further information, please contact Mdm. Shahida Husna binti Jamaludin at husna.uecsb@gmail.com **{013-4620248/ 04-9284637}** or Ms. Roshidah binti Mohamed at roshidah.uecsb@gmail.com **{019-4170219 / 04-9284640}**.

Thank You.

Cultivating Knowledge, Inspiring Excellence.

Best Regards,

UNIUTAMA EDUCATION AND CONSULTANCY SDN. BHD.



.....
ASSOCIATE PROF. DR. FAIROL BIN HAJI HALIM, BCK
General Manager
Uniutama Education and Consultancy Sdn. Bhd. (UECSB)