

Industry Advisors (IA) Day Marketing Forum

Faculty of Business and Finance (FBF), Universiti Tunku Abdul Rahman (UTAR) Kampar campus organized its Industry Advisor (IA) Day on 11th August 2022 (Thursday). During the IA Day, Department of Marketing invited IA for both Marketing and Tourism Destination Marketing programme for their sharing session in marketing forum with FBF students.

Mr. Hieu Kau Sern, who are IA for Bachelor of Marketing (Honours) programme, is the Country Manager at Nuffang Sdn. Bhd., a leading influencer and content marketing company in Asia. Whereas Mr. Jacky Chew Seng Leong, who are IA for Bachelor of Business Administration (Honours) Tourism Destination Marketing programme, is the Deputy Director cum Curator of Kinta Tin Mining Museum.

With topic on “How to Stand Out to Potential Employers: Build Your Personal Brand on Social Media”, Mr. Hieu starts his sharing with his brief bibliography and his experience. Mr. Hieu shared how a fresh graduate’s student can stand out to potential employers without any working experience, and he stressed that one important way is to build up personal brand on social media, which is refer to a person’s digital reputation. Then, he shared what should student do and where to start building digital reputation with a 3-step framework which are passion, platform, and content creation. With a story of a Malaysian artist, Mr. Hieu shared what is passion, follow by sharing of various social media platform such as YouTube, Facebook, Instagram, TikTok, etc. with its pros and cons. Lastly, Mr. Hieu shared some tips and tricks to content creation and ended his session with interaction with students via Q&A.



Mr. Hieu sharing with FBF students

On the other hand, Mr. Jacky shared a topic on “Challenges in Heritage Tourism Marketing: In the Case of Kinta Valley, Perak” to FBF students. Mr. Jacky started his sharing with his background and his career journey. Then, he talked about cultural heritage tourism with sharing on the history of Kinta Valley and how its give life to the growth in cultural heritage tourism. With focus on four tourism destinations in Kinta Valley with historical value, namely Kampar Old Town Heritage Trail, Kinta Tin Mining Museum, Sungai Siput Selatan Post-mining Scenic Landscape, and Papan Heritage Tourism Transformation Plan, Mr. Jacky shared the story of each

destination and the challenges to promote and maintain it as a cultural heritage tourism destination in Kinta Valley. Showing with numerous photos taken, Mr. Jacky shared the activities and places he went with his team in the effort in protecting and sharing historical value of the cultural heritage destination. The sharing ended with a sum up of challenges in his job in heritage tourism marketing which are limited resources, aging population, conflict of interest, environmental issues, and untraceable ownership. Lastly, there are interactions via Q&A session with students and the marketing forum ended with a group photo session.



Mr. Jacky sharing with FBF students



Group Photo Session