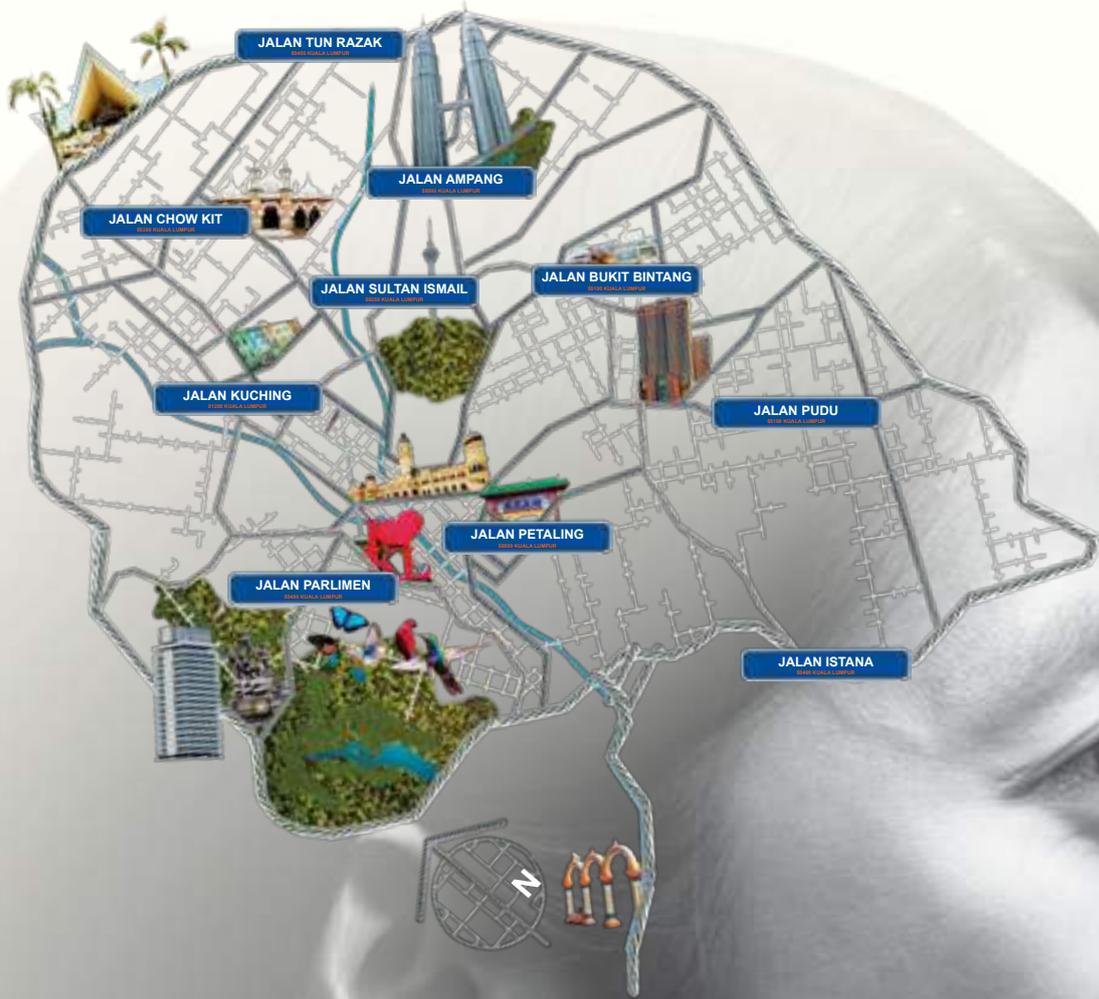




health & living.

by

AIA Vitality



CREATING URBAN HAPPINESS

Sime Darby Convention Centre

08 April Saturday

10.00^{AM} - 4.00^{PM}

www.bfm.my/health

#bfmhealth

Presented by:



THE REAL LIFE
COMPANY

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Station

WHAT IS IT ABOUT?

BFM Health and Living Live 2017 is rooted in the brain, a fascinating organ that is amazingly adaptable. Conversations will be centred around the challenges we face in maintaining a healthy brain, because by 2020, the mind is expected to be the second highest source of health problems affecting Malaysians, after heart disease.

Our wellbeing ought to inform urban planning and health policies.

Join us in discussions with experts on building resilience for the wellbeing of our minds.



Why attend?

- ◆ Discover how your brain is affected by urban living
- ◆ Engage with healthcare professionals, urban planners and policymakers on how to improve your quality of life in the city
- ◆ Gain insights into the future of brain health

Who should attend?

- ◆ Urban dwellers
- ◆ Young professionals
- ◆ Caregivers for the elderly
- ◆ Anyone passionate about the brain!

For more info, visit:
www.bfm.my/health #bfmhealth

AGENDA

10.00^{AM}

**REGISTRATION AND
MORNING REFRESHMENTS**

11.00^{AM}

SESSION 1

Is the Pursuit of Happiness Making us Anxious?

Countries are introducing Happiness Indices. However, it seems that the more happiness becomes a stated goal, the more elusive it becomes. Mental health should also be central to the urban planning process and promoted as good practice. What does this modern quest for happiness entail?

Guests:

Hamdan Abdul Majeed Executive Director,
Think City

YB Rajiv Rishyakaran ADUN Bukit Gasing,
Selangor State Legislative Assembly

Dr Abdul Kadir Abu Bakar Consultant Psychiatrist,
Malaysian Psychiatric Association

Dr Dzaeman Dzulkifli Executive Director,
Tropical Rainforest Conservation & Research Centre

Moderators: Ezra Zaid & Umapagan Ampikaipakan Presenters,
BFM Evening Edition

11.45^{AM}

SESSION 2

Healthy Minds in the City

By 2020, mental illness is expected to become the second biggest health concern affecting Malaysians, after heart disease. People who live in larger settlements seem more likely to become mentally ill - are our brains equipped for living in urban environments? We discuss common psychological issues that affect people living in cities.

Guests:

Prof Dr Philip George Consultant Psychiatrist,
The Mind Faculty

Dr Toh Chin Lee Head of Psychiatry Services,
Ministry of Health

Derek Yach Chief Health Officer of Vitality,
Vitality Institute

Moderators: Sharaad Kuttan & Julian Ng Presenters,
BFM Morning Run

12.30^{PM}

LUNCH AND EXHIBITION

AGENDA

1.30PM

SESSION 3

In Search of a Cure for Dementia, Alzheimer's and Parkinson's

The Holy Grail of research in studies for Dementia, Alzheimer's and Parkinson's, is a treatment that slows, halts or reverses premature cell death in a particular part of the brain. It is this progressive degeneration that causes the symptoms we see. While there remains no cure, it's essential that people have access to the right support and services to help them live with these conditions.

Guests:

Assoc Prof Dr Tan Maw Pin Consultant Geriatrician, Universiti Malaya

Prof Dr Lim Shen-Yang Consultant Neurologist, Universiti Malaya

Dr Bharathi Vengadasalam Consultant Psychiatrist & Geriatric Psychiatrist, Pantai Hospital Kuala Lumpur

Dr Azlina Ahmad Annuar Neurogeneticist, Universiti Malaya

Moderator: Meera Sivasothy Presenter, BFM Health & Living

2.15PM

SESSION 4

The Age of the Sex Drought

If you and your partner are not having sex, does that mean your relationship is dead? Apparently, there is a new kind of sex drought, the one brought about by modern life. The good news is, there's a way to fix it. We discuss the role of the brain in intimacy.

Guests:

Dr George Lee Consultant Urologist, Gleneagles Kuala Lumpur

Dr Martha Lee Clinical Sexologist, Eros Coaching

Paul J Consultant Clinical Psychologist, Monash University Malaysia & Paul J Psychology Consultancy

Moderators: Meera Sivasothy & Sharaad Kuttan
BFM Presenters

3.00PM

LUCKY DRAW

3.15PM

**COFFEE BREAK
AND EXHIBITION**

4.00PM

END

For more info, visit:
www.bfm.my/health

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MEET THE EXPERTS



Dr Tan Maw Pin
Universiti Malaya

Dr Tan Maw Pin is currently an Associate Professor in Geriatric Medicine at Universiti Malaya. She qualified from the University of Nottingham, United Kingdom and pursued her higher specialist training in geriatric medicine at Newcastle upon Tyne. She worked briefly as a Consultant Geriatrician at the Royal Victoria Infirmery and Freeman Hospital before returning home to Malaysia. Dr Tan is also a keen researcher and the co-founder of the Ageing and Age-Associated Disorders Research group.



Dr Philip George
The Mind Faculty

Dr Philip George is a Consultant Psychiatrist and Addiction Specialist. Presently, he is a Professor at the Clinical School of the International Medical University and an Honorary Consultant Psychiatrist at Hospital Seremban. He is a Visiting Consultant Psychiatrist at Assunta Hospital, Medical Director of The Mind Faculty in Kuala Lumpur, and President of the Malaysian Healthy Ageing Society.



Dr Abdul Kadir Abu Bakar
Malaysian Psychiatric Association

Dr Abdul Kadir Abu Bakar has been a psychiatrist since 1991. He graduated as a psychiatrist from Universiti Kebangsaan Malaysia and has worked in England with a sub-specialisation in community and rehabilitation. He has worked in several government hospitals and is now practicing in Johor Bahru. He has published extensively and his current interests include work for the disabled, family support groups, peer support services and quality rights.



Dr Martha Lee
Eros Coaching

Dr Martha Tara Lee is a Clinical Sexologist at Eros Coaching in Singapore. Holding a Doctorate in Human Sexuality, she provides sexuality and relationship coaching and conducts sexual education events. She is the author of "Love, Sex and Everything In-Between" and "Orgasmic Yoga," as well as the host of the weekly radio show Eros Evolution on OMTimes Radio.

MEET THE EXPERTS



Hamdan Abdul Majeed
Think City

Hamdan Abdul Majeed is a Director at Khazanah Nasional Berhad (KNB), the investment arm of the Malaysian government. He leads KNB's regional office in the northern region of Malaysia with the mandate to seek out strategic investment opportunities to catalyse growth and development in that region. He also serves as Executive Director of Think City, an urban regeneration outfit providing urban policy thinking, implementing and managing urban solutions in Malaysia.



Dr Azlina Ahmad Annuar
Universiti Malaya

Dr Azlina Ahmad Annuar (BSc Neuroscience - University College London; PhD Neurogenetics - Imperial College London) is a senior lecturer at the Faculty of Medicine, Universiti Malaya. Her research interests are on the neurosciences and the genetics of neurodegenerative diseases. She runs a number of community-based activities like the annual Brain Awareness Week and the Jeans for Genes Malaysia campaign.



Dr George Lee
Gleneagles Kuala Lumpur

Dr George Lee is currently an Associate Professor of Surgery at Monash University Malaysia and Consultant Urological Surgeon at Gleneagles Hospital Kuala Lumpur. He is well known for his charismatic weekly radio appearances on BFM89.9, his TV appearances on RTM and NTV7, as well as for his articles in several magazines. His regular column in The Star Online addresses men's health issues with humour, and his articles in China Press have been compiled into national bestsellers.



Dr Lim Shen-Yang
Universiti Malaya

Dr Lim Shen-Yang is a Consultant Neurologist and Professor at Universiti Malaya. He is an internationally-renowned clinician, researcher and teacher in the field of Parkinson's disease and related movement disorders. He is Chair of the Malaysian Movement Disorders Council and Chair of the Education Committee, International Parkinson's Movement Disorder Society (MDS), Asian-Oceanian section.

For more info, visit:
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MEET THE EXPERTS



Dr Toh Chin Lee
Ministry of Health

Dr Toh Chin Lee is a Senior Consultant Psychiatrist and Head of Department of Psychiatry and Mental Health at Selayang Hospital. He is also the Head of Psychiatry Services at the Ministry of Health Malaysia. He is the President of the Asian Society of Child and Adolescent Psychiatry and Allied Professions, and the Malaysian Association of Child and Adolescent Psychiatry. He was an investigator in the MH370 ICAO Annex 13 Safety Investigation Committee, contributing his expertise in human psychology and behaviour.



YB Rajiv Rishyakaran
Selangor State Legislative Assembly

YB Rajiv Rishyakaran is a first-term member of the Selangor State Assembly from the Democratic Action Party, representing the state seat of Bukit Gasing (N.34). Prior to this, he served three terms as a Councillor at Majlis Perbandaran Subang Jaya. Rajiv's areas of interest are town planning, affordable housing and improving public transportation. Along with other state assembly members, he consistently called for a holistic "traffic master plan" and believes that funds allocated for transportation will be better spent on extending the reach and connectivity of public transportation, rather than building more highways.



Dr Bharathi Vengadasalam
Pantai Hospital Kuala Lumpur

Dr Bharathi Vengadasalam is a Consultant Psychiatrist and Geriatric Psychiatrist at Pantai Hospital Kuala Lumpur. She is passionate about mental health education, especially pertaining to geriatric mental health, medical liaison work and women's mental health. She is a member of the Malaysian Healthy Ageing Society and International Psychogeriatric Association. She has also spoken at many medical conferences and workshops, discussing post-stroke depression, Alzheimer's disease, post-traumatic stress and oncology-related psychosocial issues.



Paul J
Monash University Malaysia

As a pioneer of applied psychology in Malaysia, Paul J deals with psychological issues across the human lifespan. With professional experience in Great Britain and Australia, Paul is a proponent of emotional intelligence, positive psychology and effective living with stress. As an accomplished Master Scuba Diver, he is passionate about Ecopsychology.

MEET THE EXPERTS



Dr Dzaeman Dzulkifli
TRCRC

Dr Dzaeman Dzulkifli holds a Master's degree in Environmental Studies and carried out his doctoral research in the field of rainforest restoration in Malaysian Borneo, where he also worked closely with engaging the general public and cooperation in their corporate social responsibility programmes via Earthwatch Institute. He is currently the Executive Director of Tropical Rainforest Conservation and Research Centre and is responsible for setting up the nationwide network of living collections for Malaysia's most endangered plant species.



Dr Derek Yach
Vitality Institute

Dr Derek Yach has focused his career on advancing global health. He is the Chief Health Officer of Vitality, and leads the Vitality Institute. Previously, Dr Yach was SVP Global Health and Agriculture Policy at PepsiCo. He was a Professor of Global Health at Yale University, and is a former Executive Director for Noncommunicable Diseases and Mental Health at the World Health Organization. Dr Yach serves on several advisory boards including those of the Clinton Global Initiative and the World Economic Forum.



Dr Jason Leong
Emcee

Dr Jason Leong represented Malaysia at the Melbourne International Comedy Festival 2016, performing 22 shows over 3 weeks. He was featured in Malaysia's first Bahasa Malaysia stand-up comedy show called Komediri Bersama Harith Iskander, which aired on Astro Warna, and he has also started a Youtube channel, The Jason Leong Show. Dr Jason has written for and performed in campaigns for Alliance Bank, McDonald's, Durex, Pfizer and Gillette. His most memorable experience was with Anlene Malaysia, where he scaled Mount Kinabalu for their Stretch Your Limits campaign.

PARTNERSHIP & EXHIBITION

With over 500 expected attendees, BFM Health & Living Live is the perfect platform to showcase your latest services and to connect directly with the audience.

We welcome the medical and healthcare industry to partner and exhibit with us.

CO – SPONSOR (MAXIMUM OF 4)

- ◆ Commercial spots
- ◆ Online ad space on BFM homepage
- ◆ 2 x Complimentary exhibition booths & 10 x conference passes
- ◆ Acknowledgement in event promotions on radio, online homepage, press releases and event marketing campaigns
- ◆ Prominent company listing on BFM event website & all online event collaterals
- ◆ 2 x Full page ad and company listing in event handbook
- ◆ Logo placement on event collaterals
- ◆ Onsite exposure to over 500 attendees
- ◆ Logo placement on event backdrop
- ◆ Product placement and exposure onsite
- ◆ On-stage acknowledgement by facilitator
- ◆ Post-event report

ASSOCIATE SPONSOR

- ◆ Commercial spots
- ◆ 1 x Complimentary exhibition booth & 5 x conference passes
- ◆ Acknowledgement in event promotions on radio, online homepage, press releases and event marketing campaigns
- ◆ Prominent company listing on BFM event website & all online event collaterals
- ◆ 1 x Full page ad and company listing in event handbook
- ◆ Logo placement on event collaterals
- ◆ Onsite exposure to over 500 attendees
- ◆ Logo placement on event backdrop
- ◆ Product placement and exposure onsite
- ◆ On-stage acknowledgement by facilitator
- ◆ Post-event report

For sponsorship / exhibition opportunities, please contact:
Sonya Chee T: +603-2035 5900 / E: salesteam@bfm.my

For registration and / or all other enquiries, please contact:
Events Team T: +603-2035 5900 x 3220 / E: events@bfm.my

BFM is a 24 hour independent radio station focused on business news and current affairs. The station's core programmes span marketing, finance, technology and business productivity to raise the management proficiency of the Malaysian business community. BFM also offers other programmes that are of interest to their working professional audience, including health, culture, arts, music and property. BFM can be heard on frequency FM 89.9 in Wilayah Persekutuan, Selangor, Negeri Sembilan and parts of Melaka.

For more info, visit:
www.bfm.my/health #bfmhealth

MAKE AN APPOINTMENT

Online registration (*with payment by credit card*) available at www.bfm.my/health

Alternatively, complete this form and fax to **+603-7629 7113** or email events@bfm.my for manual processing.

REGISTRATION FEES

(Please tick only one box)

Regular Rate

RM 50 per ticket
(subject to 6% GST)

Group Rate

(4 pax & above)

RM 45 per ticket

(subject to 6% GST)

Each delegate must complete a separate registration form (including group registrations).

DELEGATE INFORMATION

(Please type or write in block letters)

FULL NAME*

Mr Mrs
 Ms Others

IC OR PASSPORT NUMBER*

DATE

EMAIL*

MOBILE* ()

SIGNATURE**

* Compulsory fields. Must be completed.
** This form is not valid without a signature

REGISTRATION DETAILS

BFM HEALTH & LIVING LIVE 2017

Date : 8 April (Saturday)
Venue : Sime Darby Convention Centre, Bukit Kiara, Kuala Lumpur
Time : 10.00am - 4.00pm

Fee includes admission to all BFM Health & Living Live 2017 activities, conference materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

HOW TO REGISTER?

Register online at www.bfm.my/health. For manual processing, please complete the registration form for each delegate and send it to us:

By Fax : +603-7629 7113

By Email : events@bfm.my

By Mail : BFM Media Sdn Bhd
5.01 Wisma BU8, 11 Lebuhr Bandar Utama,
47800 Petaling Jaya, Selangor

FOR ENQUIRIES & GROUP REGISTRATION

Please contact Dania Amani
Mobile : +6013-380 1610
Fax : +603-7629 7113
Email : events@bfm.my

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd.

METHODS OF PAYMENT

(Please tick only one box)

- Credit card payment is NOT available for offline registration.
- Full payment is required prior to the conference.
- We reserve the right to refuse admission if payment is not received on time.

CHEQUE (only applicable for group rates)

BY CASH ONLY

FULL PAYMENT RECEIVED ON

RECEIPT # ISSUED

TERMS AND CONDITIONS

1. Payment Terms: Following completion and return of the registration form, full payment is required within 5 working days from receipt of invoice. **PLEASE NOTE:** Payment must be received 2 weeks prior to the event. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
2. Cancellation/Substitution: Provided the total fee has been paid, substitutions are allowed 10 working days before BFM Health & Living Live 2017 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client. The conference fee will not be refunded, but can be credited to other products or services of BFM Media Sdn Bhd.
3. Copyright, etc: All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
4. Important Note: While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.
5. Governing Law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.

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www.bfm.my/health

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