



ที่ ศธ 6902(7)/๒๕๖๓

ถึง คณะมนุษยศาสตร์

พร้อมนี้ ส่วนวิเทศสัมพันธ์และสื่อสารองค์กร มหาวิทยาลัยศรีนครินทรวิโรฒ ขอส่ง  
สำเนาหนังสือจาก Universiti Utara Malaysia เรื่อง ขอเชิญเข้าร่วม The 1<sup>st</sup> Leadership and  
Cultural Forum for ASEAN University Student Leaders (LECUF) 2018  
จึงเรียนมาเพื่อโปรด

- ☒ ทราบ  
☐ พิจารณา  
☒ ประชาสัมพันธ์ให้หนังสือผู้สนใจทราบต่อไป  
☐ อื่น ๆ

เรียน คณบดีคณะมนุษยศาสตร์

๑. เพื่อโปรดทราบ  
๒. เพื่อขอความเห็นชอบจากท่าน  
๓. ขอทราบว่ามีหน่วยงานใดที่เกี่ยวข้อง  
มหาวิทยาลัยศรีนครินทรวิโรฒ  
๔. ดิฉันขอเรียน ๑๕ มิ.ย. ๖๖  
๕. ขอทราบว่ามีหน่วยงานใดที่เกี่ยวข้อง  
๖. ดิฉันขอเรียน ๑๕ มิ.ย. ๖๖



สำนักงานอธิการบดี  
ส่วนวิเทศสัมพันธ์และสื่อสารองค์กร  
โทร. 0-2260-1012, 0-2260-3637  
โทร. ภายใน 12345  
Email: ird@g.swu.ac.th

๑. ทราบ  
๒. ดำเนินการตามเสนอ

รักษาการแทนคณบดีคณะมนุษยศาสตร์

๑๔ มิ.ย. 2561



UECSB

Unit Latihan dan Konsultansi  
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/SWU/05 2018/L158  
27 MAY 2018

President  
Srinakharinwirot University (SWU)  
114 Sukhumvit 23, Bangkok 10110,  
Thailand.

Dear Sir,

Greetings from UTRACY, Universiti Utara Malaysia

### **INVITATION TO JOIN THE 1<sup>st</sup> 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 **1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student leaders 2018** from **9<sup>th</sup> September to 15<sup>th</sup> 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	: <b>1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student Leaders</b>
Forum theme	: <b>Building Synergy for a Greater ASEAN</b>
Dates	: <b>9<sup>th</sup>-15<sup>th</sup> September, 2018</b>
Venue	: <b>Universiti Utara Malaysia, Sintok Kedah, Malaysia</b>
Participants	: <b>University Student Leaders (Students Representative Council)</b>

เรียน รองอธิการบดีฝ่ายวิเทศสัมพันธ์และสื่อสารองค์กร

ด้วย Universiti Utara Malaysia จะจัด The 1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student Leaders (LECU) 2018 ระหว่างวันที่ 9-15 กันยายน 2561 ณ Universiti Utara Malaysia, Malaysia จึงขอเชิญชวนให้มหาวิทยาลัยส่งนิสิตเข้าร่วมประชุม จำนวน 6 คน โดยผู้เข้าร่วมประชุมจะต้องจ่ายค่าลงทะเบียนคนละ USD 380 (เป็นค่าที่พัก ค่าอาหาร 3 มื้อ/วัน ค่าประกาศนียบัตร ค่าเอกสารการประชุม ค่าเยี่ยมชมสถานที่สำคัญ) และค่าใช้จ่ายอื่น ๆ ด้วยตัวเอง

จึงเรียนมาเพื่อโปรดพิจารณา

อธิการบดี

11 มิ.ย. 61

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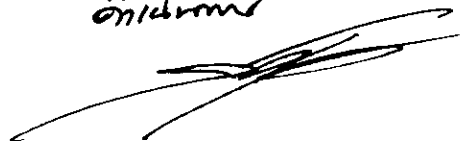
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อธิการบดี





LECUF



UECSB



LECUF UUM



UTRACYUECSB



## PROGRAMME DETAILS

Dates  
9<sup>th</sup>-15<sup>th</sup> 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)



## FORUM THEME

Building Synergy for a  
Greater ASEAN



## CONTACT US

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[utracy.uecsb@gmail.com](mailto:utracy.uecsb@gmail.com)

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04-928 4637/40/43

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UTRACY UECSB UUM

# THE 1<sup>ST</sup> LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018



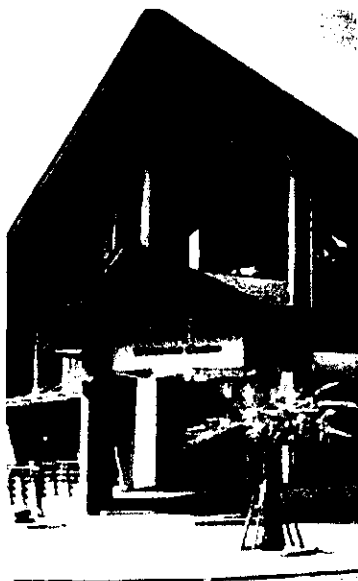
## SYNOPSIS

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, enhance 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.





UECSB

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

**Universiti Utara Malaysia**

# **PAPERWORK THE 1<sup>ST</sup> LEADERSHIP AND CULTURAL FORUM FOR ASEAN UNIVERSITY STUDENT LEADERS (LECUF) 2018**

**9<sup>TH</sup>-15<sup>TH</sup> 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**

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

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## **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 **9<sup>th</sup> July to 15<sup>th</sup> 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 9<sup>th</sup> to 15<sup>th</sup> 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	: <b>1<sup>st</sup> Leadership and Cultural Forum for ASEAN University Student Leaders (LECUF) 2018</b>
Forum Theme	: <b><i>Building Synergy for a Greater ASEAN</i></b>
Dates	: <b>9<sup>th</sup>-15<sup>th</sup> September, 2018</b>
Venue	: <b>Universiti Utara Malaysia, Sintok Kedah, Malaysia</b>
Participants	: <b>University Student Leaders (Students Representative Council)</b>
Registration Fee	: <b>USD380.00 per student</b> (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 **9<sup>th</sup> July to 15<sup>th</sup> September 2018**.

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

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

DATE / DAY	TIME	ACTIVITIES
<b>9<sup>th</sup> Sept 2018 (Sunday)</b>	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
<b>10<sup>th</sup> Sept 2018 (Monday)</b>	7:00 am – 9:00 am	Breakfast
	9:00 am – 10:00 am	<b>Ice Breaking</b>
	10:00 am – 12.30 pm	<b>Sharing Session</b> "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	<b>Campus Tour</b> -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
<b>11<sup>th</sup> Sept 2018 (Tuesday)</b>	10.30 pm	Free & Easy
	6:30 am – 7:30 am	Breakfast
	7:30 am – 1:00 pm	<b>Let's Tour de Kedah Darul Aman</b> -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	<b>Group Activities</b>



## 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 (IECUP) 2018**

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