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From: Institute For Advanced And Smart Digital Opportunities (IASDO)
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To: UUM - All Staff
Subject: ROLLING COMMUNITY ENGAGEMENT PROGRAM TOWARDS IR4.0



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

ROLLING COMMUNITY ENGAGEMENT PROGRAM TOWARDS IR4.0



In line with the objective of stimulating knowledge sharing and capacity building in digital opportunities for society well-being, Institute for Advanced and Smart Digital Opportunities (IASDO), School of Computing has continue to conduct program for Telecentre Managers (Pusat Internet) with collaboration from NERA Infocom Sdn Bhd. This rolling community engagement program took place at Colmar Tropicale Hotel, Berjaya Hills Berhad Bukit Tinggi, Pahang from 9 to 12 October 2018. This program was officiated by Yang Berusaha Prof. Dr. Huda Bin Haji Ibrahim, Assistant Vice Chancellor of College of Arts and Science UUM also as Dean of School of Computing.

Four sessions have been planned for this program aimed to equip the Telecentre managers with the knowledge and practicality of the fourth Industrial Revolution (IR4.0). Bulletin Writing Workshop by Dr. Mohd Zuwairi bin Mat Saad from School of Multimedia Technology and Communication (SMMTC) exposed participants on skills to produce high quality bulletin or news through social media.

Second session on Script Writing Workshop exercised the techniques required in producing impactful script for advertisement or short stories. Speaker for this session

was Mr. Mohd Fairuz bin Mhd Padoli, known as MF Kencana was formally teaching staff at Akademi Seni Budaya Dan Warisan Kebangsaan (ASWARA). He is currently a lecturer from School of Creative Industry Management & Performing Arts (SCIMPA).

The next session was on Mobile Videography conducted by Mr Mohamad Amir Bin Abu Seman from SCIMPA, where participants were introduced on mobile application of Cinema FV-5 and FilmoraGo. They were given the chance to apply digital opportunities by applying the right knowledge of producing video for their products. The award was given to the best video named Radin Stone for video production competition. Lastly, Mr. Izdiharuddin Mohamed Isa, Assistant Director of Digital Forensics Department from Malaysian Communications and Multimedia Commission (MCMC) delivered an awareness talk on cybercriminal focusing on digital scam.

In the closing ceremony, Associate Prof. Dr. Azizah Hj Ahmad, Director of IASDO expressed that this program has excellently fulfilled the objective on bringing community towards the digital opportunities and will continue to conduct the similar program in the future.

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