

# Request for Proposal: Creative and Ad Campaign for ASB's Leadership for Enterprise Sustainability Asia (LESA) Conference 2022

## Statement of Purpose

Asia School of Business (ASB) is seeking proposals to strategize and execute the marketing campaign for the annual ASB conference - Leadership for Enterprise Sustainability Asia (LESA) 2022. ASB seeks for a highly qualified agency with extensive experience in the Asia market and highly data driven to manage both the digital advertising and creative aspects for the campaign to promote the LESA conference.

## Corporate Profile

### About Asia School of Business

Asia School of Business (ASB) was established in 2015 by Bank Negara Malaysia in collaboration with MIT Sloan School of Management to be a premier global business school, a knowledge and learning hub infused with regional expertise, insights and perspectives of Asia and the emerging economies. ASB's degree programs and executive education programs have been globally acclaimed for leading the way in management education. Through its award-winning Action Learning based curriculum, ASB is committed to developing transformative and principled leaders who will contribute towards advancing the emerging world.

In 2020, ASB opened the doors to its sprawling new state-of-the-art campus which includes an academic building and residential blocks, spanning over 93,000 square meters, with the ability to accommodate over 1,250 students, staff, faculty, and executive education clients. For more context on the location of the conference: Asia School of Business – [Campus Video \(Kuala Lumpur @ Malaysia\)](#)

## About the Conference

### LESA 2022

No region has led the way in leveraging technology to lift citizens out of poverty and create a more inclusive economy and society like Asia. Yet no region is more exposed to climate risk and sustainability challenges than Asia. While the region has rapidly begun to acknowledge the sustainability challenge, the solutions are not easy.

Throughout history, technology and innovation have been critical elements to a more sustainable world. Can Asia leverage its digital leadership to pave the way to becoming a sustainability leader? This is what the **Leadership for Enterprise Sustainability Asia (LESA)** conference hopes to address. Unlike in the West, Asia doesn't have the luxury of time: the urgent nature of the sustainability crisis means Asia must address the issue in less generations than the West.

Strong and decisive yet compassionate and empathetic leadership will be essential: in harnessing technology to drive sustainability. Developing such leaders is a must for every organization that does business in Asia. Equipping leaders and the workforce with the skills of the future will ensure that no one gets left behind in this rapid transition.

LESA 2021 focused on establishing the mandate to address the **Climate Change(d) Economy**. LESA 2022 addresses the interconnections between **Digital Transformation, Sustainability Leadership, Inclusive Human Capital, and the Skills of the Future** to create a sustainable way forward for Asia before it is too late.

This will be the 11<sup>th</sup> LESA conference to date, proudly presented by Asia School of Business in collaboration with MIT Sloan. As the border opened, LESA 2022 will be a hybrid conference spread over 3 days scheduled for Nov 15-17, 2022.

The content for the conference will be delivered in the following manner:

1. Individual/panel keynote session by world-class faculty, thought leaders, industry leaders, established authors/speakers, etc.
2. Masterclasses by ASB world-class faculty
3. Iclif Leadership Energy Awards (ILEA) (introduction in the next segment)

Audience will be taking part in the conference through the following accesses:

*\*For more information please refer to Appendix A*

Ticket tier	Price	Access	Target
All Access Pass	MYR 2,888/ USD 680 (50% early bird)	Attend all 3 days of the conference in-person at ASB campus or virtual and access to live Q&A with speakers, networking, luncheon and cocktail sessions, interactive exhibition, on-demand replays of sessions for 1-month, and certificate of attendance.	<ul style="list-style-type: none"><li>• C-Suites/ Director/ HOD level</li><li>• Senior Management</li><li>• Corporate Partners</li></ul>
In-Person Pass			
Day Pass	MYR 1,200/ USD 310 (50% early bird)	Attend 1 of the 3-day conference in-person at ASB campus, and access to live Q&A with speakers, networking, luncheon and cocktail sessions, interactive exhibition, on-demand replays of sessions for 1-month, and certificate of attendance.	
Virtual Pass			
All-Access Virtual Pass	MYR 420/ USD 100 (50% early bird)	Access virtually to ALL 3-day sessions during the conference, live Q&A with speakers, networking, on-demand replays of sessions for 1-month, and certificate of attendance.	<ul style="list-style-type: none"><li>• Middle Management (managers and above)</li><li>• Decision Makers in SME</li><li>• Subject Matter Experts</li></ul>
Daily Pass	MYR 210/ USD 50	Access virtually to 1 of the 3-day sessions, live Q&A with speakers, networking, on-demand replays of sessions for 1-month, and certificate of attendance.	
Discovery Pass	Free	Limited access to 1-day programming of keynotes, masterclass and online panel.	

*\*Ticket tier and price above are subject to changes*

Furthermore, networking activities will be carried out throughout the 3 days. There will also be booths from LESA sponsors and ASB (Action Learning, Innovative and Entrepreneurship Center (IEC), ASEAN Research Center (ARC), and Center for Sustainable Small-Owners (CSS), etc.)

ASB will also leverage on the conference to officiate the campus launch.

***\*Key differentiation:** Enterprise sustainability covers a broader understanding sustainability, environmental sustainability being part of the topic.*

## Iclif Leadership Energy Awards (ILEA) 2022

### About Iclif

The Iclif Executive Education Center is the executive education arm within the Asia School of Business offering Leadership and Management, corporate governance and board effectiveness, Transformational, Innovation and Entrepreneurial and Financial Analytics programs.

The LESA conference will also serve as the platform for the Iclif Leadership Energy Awards (ILEA) to celebrate and reward individuals who channel their time, skills and energy to create a better future for all. Three (3) winners will be rewarded with cash prize of USD 15,000 respectively. The ILEA will be announced during the conference to celebrate an unconventional new way of thinking about our leadership. The award honour leaders who exemplify leadership energy in action, who live the principles and conviction, courage and momentum.

The awards are divided into three (3) major categories, as follow:

- i. **Business Leader Award:** Recognizing business founders, owners, entrepreneurs and employees who create positive, lasting impact within their own teams, departments and enterprises in order to achieve measurable, sustainable results that encompass social, environmental, and economic impacts.
- ii. **Societal Leaders Award:** Recognizing the unsung heroes of society – who possess exceptional clarity of their purpose and seek out innovative and sustainable solutions to address critical problems for society and the environment, to propel their communities and societies forward.
- iii. **Young Leaders Award (open to 30 years old and below only):** Recognizing the next generation of exemplary leaders aged 30 and below who understand the importance of sustainability and our interdependence, and are able to tap into opportunities to create solutions for the future.

For more information about ILEA, please visit the [official website](#).

## Scope of Work

### Campaign objectives

- i. Achieve the desired conversion and cost-per-action in order to drive audiences to the conference through:
  - a. Purchase of ticket for **Virtual All-Access Pass** and;
  - b. Signup for **Free Discovery Pass**
- ii. Establish brand awareness of LESA, as the sustainability go-to-conference in the market
- iii. Position ASB as a regional thought leadership and knowledge center in the area of **enterprise sustainability**
- iv. Promote the purpose of the ILEA, and attract nominators for each award

### Market/ Geography

We aim to target audiences across Asia Pacific with focus on **emerging markets in ASEAN**.

- i. **Primary market:** Malaysia, Indonesia and Philippines
- ii. **Secondary Market:** Brunei, Vietnam, and other emerging markets in Southeast Asia
- iii. **Tertiary Market:** Other emerging markets in Asia Pacific

### Target Audience

1. **Mid to senior level leaders from private and public sectors**, across all industries in Asia Pacific especially the ASEAN region, with an **emphasis on** those with leadership roles in enterprises in

#### **Fields:**

- Strategy, risk management, corporate governance, sustainability, talent development, finance, supply chain, marketing, sales and business development.

#### **Enterprise characteristics:**

- High value start-ups with a primary focus on Unicorns
- High revenue (> 1 million USD annually)
- Multinational companies with branches in APAC
- Government-owned companies in respective country in primary markets (GLCs)

2. **Senior level leaders from HR or Talent Teams**, including but not limited to;

#### **Roles:**

- Vice President of Learning and Development,
- Human Resources Director,
- Chief People Officer and similar positions in targeted countries

3. **Thought leaders and influencers in the sustainability-related sectors in Asia Pacific.**

## Deliverables, KPI and Indication of Success

### Deliverables:

#### i. Creatives

##### Digital advertising launch: Early June 2022

*All asset delivered must be aligned to the ASB brand and in complement of the LESA 2022 logo. Please find the ASB brand identity guidelines and LESA logo in **Appendix B**.*

Section	Requirements	
	LESA	ILEA
Key Visual, Artwork and Animation	<ul style="list-style-type: none"> <li>Key visual that is highly versatile yet showing strong interpretation of the purpose of LESA 2022.</li> <li>Design aesthetic: minimalist, current, Apple-inspired 'look &amp; feel', and incorporate with images in 4K/HD (relevant to LESA 2022 pillars).</li> <li>The key visual can be easily adopted or repurposed as digital artwork and online advertising materials (e.g. event brochure, visuals needed for conference platform...), and printed collaterals for in-person participants (e.g. backdrop, bunting...)</li> <li>Key visual should also be convertible to animated artwork for advertising and presentation purpose. Hence animation and graphic motion service is needed.</li> </ul>	<ul style="list-style-type: none"> <li>Key visual that is highly versatile yet showing strong interpretation of each category of ILEA.</li> <li>Design aesthetic: similar to LESA, ILEA shouldn't be seen as a separate entity.</li> <li>The key visual can be easily adopted or repurposed as digital artwork and online advertising materials.</li> <li>Key visual should also be convertible to animated artwork for advertising and presentation purpose. Hence animation and graphic motion service is needed.</li> <li></li> </ul>
Video Production	<ul style="list-style-type: none"> <li><b>Brand Ad:</b> Create a 75 – 90s video (storyboard required) as the main advertising video, key direction of shorter/customized video promos, and opening montage for the LESA conference that strongly expresses the purpose and features of LESA 2022.</li> <li><b>Customized Promo Videos:</b> Meant for advertising in</li> </ul>	<ul style="list-style-type: none"> <li><b>Promo Video:</b> Create a 30-60s video (storyboard required) as main advertising video that strongly expresses the purpose and different categories in ILEA 2022, and most critically, to encourage nominations.</li> <li><b>Customized Promo Videos:</b> Meant for advertising in various platforms that come</li> </ul>

	<p>various platforms that come with different requirements in dimension, length, format and interaction, such as IG Reels/Stories, YouTube Shorts, etc. for different ad stages along the audience journey, i.e. awareness, consideration and conversion.</p> <ul style="list-style-type: none"> <li>• Production wise: Major part of the video can be made up of stock footages, images and music. Filming is only applicable on endorsement footages from conference host/speakers, and can be done by client.</li> </ul>	<p>with different requirements in dimension, length, format and interaction, such as IG Reels/Stories, YouTube Shorts, etc.</p> <ul style="list-style-type: none"> <li>• Production wise: Major part of the video can be made up of stock footages, images and music. Filming is only applicable on endorsement footages from award host/sponsor/past winners, and can be done by client.</li> </ul>
Physical Assets	<ul style="list-style-type: none"> <li>• Adopted from key visual</li> <li>• Provide working files for printing of on-site branding assets like: stage/photo-op backdrop, event brochure, goodie bag, buntings, roadsign/signage, etc.</li> </ul>	Not applicable.
Copywriting Service	<ul style="list-style-type: none"> <li>• Copywriter is needed who is familiar with creative, lead gen, SEO and technical writing, whose support is required in digital/social media ad content – caption, image text/headline, video text/script.</li> </ul>	

## ii. Digital Ads Campaign

### A proposal covering the following:

- At least a 6-month digital marketing strategy and execution plan, i.e. early June – November 2022, with breakdown according to:
  - *Channels* (Facebook, LinkedIn, Google Ads, GDM Digital, Bloomberg and etc.)
  - *Phases* (Awareness, nurturing/ education, conversion and advocacy)
  - *Cut-off date for early bird ticket to drive ticket purchase*, i.e. All Access Virtual Pass and In-Person Day Pass
  - *Estimated CPC/ CPA*
- Strategy to track customer journey to CTA, i.e. conversion or purchasing of different ticket types, with measurable KPI
- Establishment of communication between agency and vendors.
- Ensure all ads are trackable for conversion and are captured by the registration forms (managed by an external vendor) and on Google Analytics. Track and breakdown all sources of registrants for both types of tickets based on UTM parameters.

**Example:**

	Awareness	Nurturing/ education	Conversion	Advocacy
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Building anticipation and hype for ASB annual LESA conference</li> <li>Establish and increase ASB's brand awareness among targeted audience</li> </ul>	<ul style="list-style-type: none"> <li>Educate audiences about LESA conference</li> <li>Highlights about LESA conference</li> <li>Highlights about ILEA award</li> </ul>	<ul style="list-style-type: none"> <li>Click to event website and/or social media page</li> <li>Purchase of ticket</li> </ul>	<ul style="list-style-type: none"> <li>Post-LESA</li> <li>Brand awareness</li> <li>Hype about LESA 2023 – Stay tuned!</li> </ul>
<b>Potential topics to highlight</b>	<ul style="list-style-type: none"> <li>Premium business school</li> <li>Partnership with MIT</li> <li>Founded by Bank Negara</li> </ul>	<ul style="list-style-type: none"> <li>4 major themes: Digital Transformation, Sustainability Leadership, Inclusive Human Capital, and the Skills of the Future</li> <li>Speakers: Andrew McAfee, Tan Sri Dr. Jemilah Mahmood, Parag Khana etc.</li> <li>ILEA nominees</li> </ul>	<ul style="list-style-type: none"> <li>Early bird ticket</li> <li>ILEA nomination</li> </ul>	<ul style="list-style-type: none"> <li>Take away from conference</li> <li>Number of attendees, views online, numbers of guests</li> </ul>

**KPIs & Indication of Success**

*LESA CTA: Conversion/ Ticket purchase*

**Must**

- 100 All Access Pass Virtual Ticket
- 1,600 Discovery Pass

**Good to have:**

50 In-person Day Pass

#### *ILEA CTA: Nomination*

- At least 50 nominations

#### *CPC and Conversion by channels utilized in 2021*

Channel	CPC	Conversion
Facebook	RM 6.00	1,600
LinkedIn	RM 15.00	
Google Ads	RM 12.00	

We are also open to GDM Digital, Bloomberg and etc.

## Budget

#### *Fees*

**Creative and Digital Ads Campaign: RM 350,000.00**

*\* Budget allocated will be inclusive of taxes and management fees*

## Evaluation Metrics and Criteria

Sufficient detail for ASB to understand the ideas and directions, and their respective implementation strategies, including but not limited to the following:

- Expertise, skills and qualification of the firm and the individual who will be available to provide these services
- Proposed creative and digital ads strategies with their respective execution & tracking strategies and timeline
- Weekly call and updates on progress, KPIs and customer journey tracking
- Competitive cost of services

## Vendor Respond to RFP

If you are interested in responding to the RFP, please submit your RFP by **May 13, 2022** to [lesa@asb.edu.my](mailto:lesa@asb.edu.my)

The proposal must include the following but not limited to:

- Sufficient details on both proposed creative and digital ads strategies
- Detailed implementation strategies and timeline
- Tabulated information on deliverable supported by Vendors, i.e. Yes/ No/ Partial and vendor's comments (optional)
- Sample of case studies or success stories of relevant jobs
- Fees and compensation with indicative breakdown according to deliverables, inclusive of taxes

***\* Asia School of Business reserved the right to decline late or incomplete proposals submission.***



## Appendix A

### In-person Ticket Tier

All Access Pass (In Person and Online)	Day Pass (In Person)
MYR 2,888 (50% early bird)	MYR 1,200 (50% early bird)
USD 680	USD 310
3 days of in person and virtual programming including 3 keynotes, 6 masterclasses, X panels in-person at ASB campus	1-day of programming <u>on 15 Nov</u> including 1 keynotes, 2 masterclasses, X panels in-person at ASB campus
Access live speaker Q&As	Access live speaker Q&As
Networking with 500 attendees via conference app?	Networking with 500 attendees via conference app?
Lunch and tea breaks provided	Lunch and tea breaks provided
Interactive exhibition access	Interactive exhibition access
Bonus: 1 month all-access on-demand session replays	Bonus: 1 month all-access on-demand session replays
Certificate of attendance (3-day)	Certificate of attendance (1-day)

### Virtual Ticket Tier

All Access Pass (Virtual)	Daily Pass (Virtual)	Discovery Pass (Virtual) (Daily Access)
MYR 420 (50% early bird)   USD 100	MYR 210   USD 50	
3 days of programming including 3 keynotes, 6 masterclasses, X panels online	1-day of programming including 1 keynotes, 2 masterclasses, X panels online	1-day of programming including 1 keynotes, 2 masterclasses, X panels online
Access live speaker Q&As	Access live speaker Q&As	
Networking with 500 attendees via conference app?	Networking with 500 attendees via conference app?	

Bonus: 1 month all-access on-demand session replays

Bonus: 1 month all-access on-demand session replays

Certificate of attendance (3-day)

Certificate of attendance (1-day)

*\*Ticketing tiers and details are subjected to changes*

## Appendix B

ASB Brand Guideline and LESA Logo in Attachment



## Appendix C

ILEA 2021 Concept, creatives and winners

## Brand Identity Cheatsheet

*Tip: Save this page and keep it somewhere where you can easily reference it and see it on a regular basis!*

Brand Key Values <i>(What we are)</i>		Extraordinary & Unconventional		Innovative	Future-Ready and Asia-Focused
<b>The Brand Values govern the:</b> <ul style="list-style-type: none"> <li>✓ Tone and voice of the brand;</li> <li>✓ General look and feel and visual aesthetics of the brand;</li> <li>✓ Composition of brand elements;</li> <li>✓ Design approach;</li> <li>✓ Editorial style guide for written communications.</li> </ul>		<b>Personality</b> <i>(What we are like)</i>	Innovative	Diverse & Inclusive	Action-oriented
		<b>Tone of Voice</b> <i>(How you say it)</i>	Inspiring and Energetic	Approachable	Intelligent & Thought-Provoking
		<b>Style</b> <i>(What we look like)</i>	Clean & Simple	Contemporary & Human-Oriented	Minimalist
Keywords <i>(What we say)</i>		In collaboration with MIT Sloan		Extraordinary & Unconventional Transformative & Principled	Action Smart & Sharp

## ASB & ASB ICLIF LOGO

### Standalone Landscape

Primary



The landscape logo is selected as **the primary logo** because it scales down better, while remaining fairly legible, as compared to its portrait counterpart.

### Standalone Portrait



The portrait version of the logo allows for flexibility in situations when a portrait orientation looks more visually appealing, such as on letterheads.

When using this logo, ensure it is large enough so that all text remains legible.

### Logo Mark



The Logo Mark is not meant to be used to represent ASB in its entirety. It can be used when a simpler logo is required for legibility or aesthetic purposes and space is limited (for example, on lanyards).

When representing ASB for official purposes (in partnership/ sponsorships), use one of the other two logos.

*For guidance on when to use the Logo Mark, please contact the Marketing team.*

## CATEGORY AND PARTNERSHIP LOCKUPS



Please leave sufficient clear space when placing the ASB logos next to partner logos.

## ASB ICLIF EXECUTIVE EDUCATION CENTER LOGO



In 2020, Iclif integrated with Asia School of Business, to provide a broader set of business education offerings. The integration resulted in the establishment of the executive education center at ASB, named the Iclif Executive Education Center.

The new logo reflects this change, and should be used in all situations where Exec Ed or Iclif takes center stage.

## FONT USAGE

For Print items, Futura (inclusive of all family) should be preferred.

### Body Copy

Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Heavy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Headline Copy

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

For digital materials (Word documents, PowerPoint slides), the Arial font family is allowed.

## WATERMARK



The Watermark is intended to indicate ASB creative and intellectual property in a subtle, minimalist way, without distracting from the design, in situations where the ASB Logo Marks are not needed.

For example, this includes social media posts on our ASB profiles, videos on our YouTube channel, and eDM headers for blasts we send out.

# Brand Guidelines (Cheatsheet)

## CORE COLORS

Key colors to represent ASB

<b>CMYK</b> 21-100-68-11	<b>CMYK</b> 81-63-54-46	<b>CMYK</b> 65-56-53-29	<b>CMYK</b> 21-17-17-0
<b>RGB</b> 180-23-58	<b>RGB</b> 51-79-87	<b>RGB</b> 85-87-89	<b>RGB</b> 202-200-200
<b>Pantone</b> 7425 C	<b>Pantone</b> PMS 289C	<b>Pantone</b> 425 C	<b>Pantone</b> PMS 420C
<b>Coated</b>	<b>Coated</b>	<b>Coated</b>	<b>Coated</b>
<b>WEB</b> #b41e45	<b>WEB</b> #374f58	<b>WEB</b> #545759	<b>WEB</b> #c9c8c7

## ACCENT & SECONDARY COLORS

Additional colors to highlight Calls to Action or distinct groups of information

<b>CMYK</b> 89-62-10-0	<b>CMYK</b> 8-20-100-0	<b>CMYK</b> 100-87-22-8	
<b>RGB</b> 41-94-158	<b>RGB</b> 237-197-27	<b>RGB</b> 35-54-116	
<b>WEB</b> #295e9e	<b>WEB</b> #f0c700	<b>WEB</b> #233674	
<b>CMYK</b> 69-37-51-25	<b>CMYK</b> 29-6-13-0	<b>CMYK</b> 24-18-20-1	<b>CMYK</b> 43-40-58-27
<b>RGB</b> 79-113-107	<b>RGB</b> 193-218-223	<b>RGB</b> 201-200-199	<b>RGB</b> 132-120-94
<b>WEB</b> #4f716b	<b>WEB</b> #c1dadf	<b>WEB</b> #cbc9c8	<b>WEB</b> #84785e
<b>CMYK</b> 46-63-36-22	<b>CMYK</b> 88-72-44-45	<b>CMYK</b> 74-62-35-21	<b>CMYK</b> 38-34-14-1
<b>RGB</b> 133-93-111	<b>RGB</b> 41-53-75	<b>RGB</b> 79-86-113	<b>RGB</b> 171-166-191
<b>WEB</b> #855d6f	<b>WEB</b> #29354b	<b>WEB</b> #4f5671	<b>WEB</b> #aba6bf
	<b>CMYK</b> 6-14-16-0	<b>CMYK</b> 44-73-58-68	
	<b>RGB</b> 241-224-214	<b>RGB</b> 75-41-41	
	<b>WEB</b> #f1e0d6	<b>WEB</b> #4b2929	

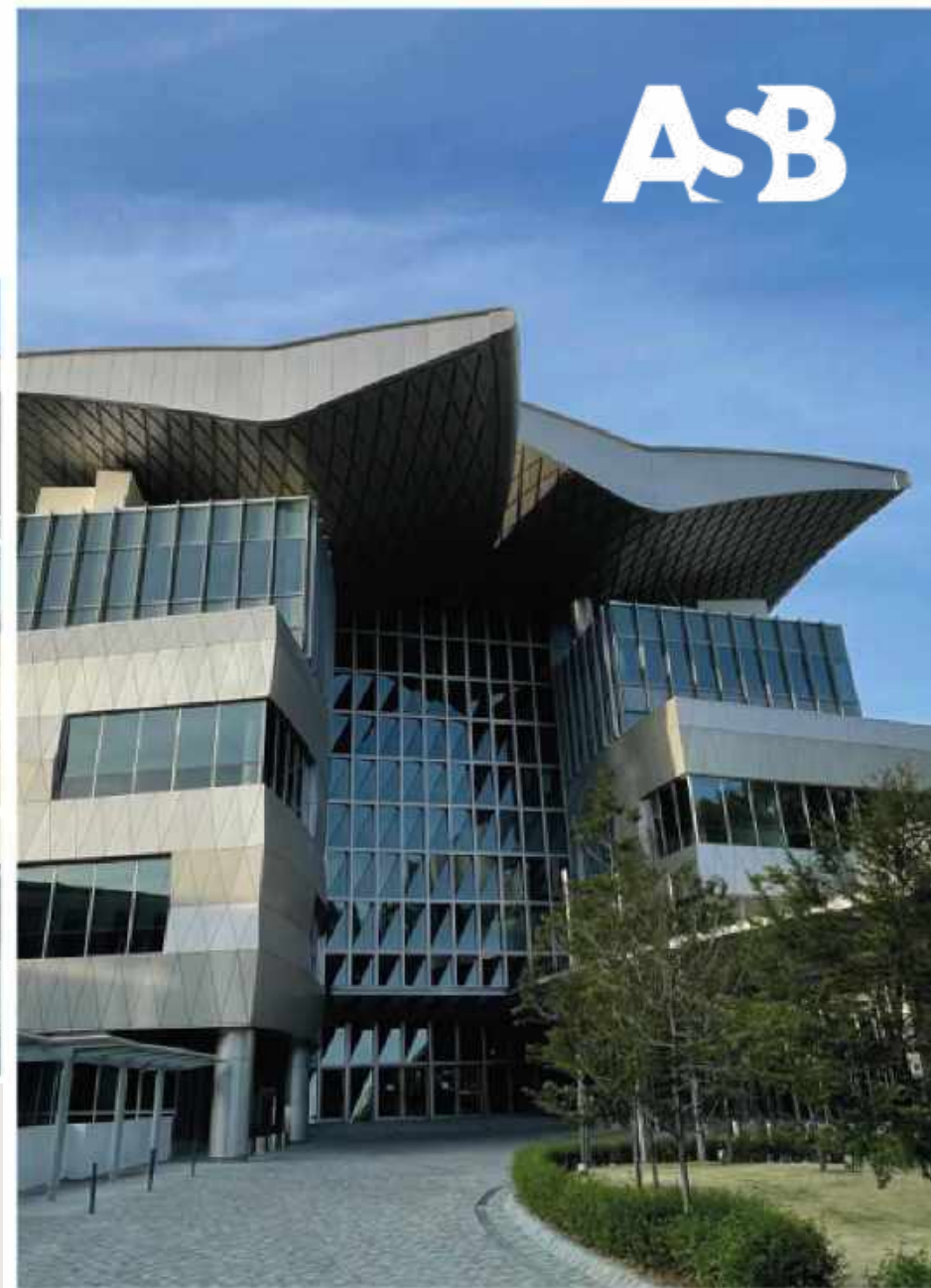
## Resources

Click [here](#) to download **ASB Brand book 2021**.  
Please feel free to contact us with questions about our brand or the information provided in this guide.

**Crystal Cha** [cyrstal.cha@asb.edu.my](mailto:cyrstal.cha@asb.edu.my)  
**Anson Tung** [anson.tung@asb.edu.my](mailto:anson.tung@asb.edu.my)  
**Ahmad Akmal** [akmal.zakaria@asb.edu.my](mailto:akmal.zakaria@asb.edu.my)



# ILEA 2021



## WHAT MAKES A HERO?

Is it those who save the day? Or the world? We believe heroes start in our neighborhood, with ordinary people who go the extra mile to make a difference in the lives of others, one life at a time. And the stories of these every day heroes are often untold.

This is why the **Iclif Leadership Energy Awards** was created. We believe in celebrating and rewarding individuals who channel their time, skills, and energy – to create a better future for us all. **Join us in our mission to *unfold the untold* stories of the heroes who walk among us.**

## WHAT WE ARE LOOKING FOR

### PURPOSE AND AUTHENTICITY

Leaders with integrity, who are driven by an extraordinary, authentic purpose and vision.

### RESILIENCE AND INNOVATION

Leaders who demonstrate grit, resilience, and an unconventional, innovative approach in striving towards their vision.

### MEASURABLE, SUSTAINABLE IMPACT

Leaders who are able to harness their resources, skills, and connections to create a sustainable, measurable impact.





## AWARD CATEGORIES



### BUSINESS LEADERS AWARD

Recognizing business founders, owners, entrepreneurs and employees who create positive, lasting impact within their own teams, departments and enterprises in order to achieve measurable, sustainable results that encompass social, environmental, and economic impacts.



### SOCIETAL LEADERS AWARD

Recognizing the unsung heroes of society – who possess exceptional clarity of their purpose and seek out innovative and sustainable solutions to address critical problems for society and the environment, to propel their communities and societies forward.



### YOUNG LEADERS AWARD

*(Open to those 30 and below only)*

Recognizing the next generation of exemplary leaders aged 30 and below who have an innate understanding of the importance of sustainability and our interdependence on each other, and are able to tap into the opportunities of the open-source era to create solutions for the future.



THEME

## "Unfold the Untold"

Every day-looking people representing the 3 Awards categories: **Business Leaders, Societal Leaders, and Young leaders.**



# 2021 Winners



**Kartik Sawhney**  
Founder of I-Stem (27y)  
YOUNG LEADERS WINNER



**Patima Tungpuchayakul**  
Co-Founder of the Labour Rights  
Protection Network  
SOCIETAL LEADERS WINNER



**David Cutler and Tamara  
Mekler**  
Founders, Fortuna Cools  
BUSINESS LEADERS JOINT  
WINNER



**Novita Tan and  
Ovy Sabrina,**  
Founders, Rebricks  
BUSINESS LEADERS JOINT  
WINNER

# LESA 2021 OVERVIEW

Last year's conference took place digitally for the second year, which granted the opportunity for more speakers and perspectives to be heard. There was room for more insight and substance to be added to the conversations as they got deciphered.



**9,435**

Registered Participants



**1,761**

Companies



**8**

Industries



**49**

Countries

## SESSION VIEWERSHIP



**41,919** total views

*Opening Session, Keynote Sessions, Masterclasses, Panel Sessions, ILEA Awards, OpenTalk Session And Closing Discussion*





**Asia School of Business (DU046(W)**

**ASB Academic**

**No 11, Jalan Dato' Onn, 50480 Kuala Lumpur**

**DIRECT: +603 2023 3000**

**EMAIL: [info@asb.edu.my](mailto:info@asb.edu.my)**

**URL: [www.asb.edu.my](http://www.asb.edu.my)**