



LEADERONOMICS
The Science of Building Leaders



HR TECH & INNOVATION CONFERENCE & EXHIBITION Penang 2025

Empowering HR in the Digital Age: Innovation, Integration and Impact



Thursday | 11 December 2025 | 8.30 am - 5.00 pm

AC Hotel by Marriott, Penang

Please **RSVP** using a corporate email only.

*10+ Plenary
Sessions*

*300
Delegates*

*25 HR Tech
Exhibitors*

Free Entry

*Local & International
Speakers*

*Breakfast & Afternoon
Tea Provided*

For sponsorship and exhibition opportunities please contact
Sophie - 010-861 1851 | event@malaysiahrtech.com

PROGRAMME DETAILS

Full Agenda & Programme Flow – 11 December 2025

TIME	DETAILS
08:00 a.m	Registration & Breakfast
08:45 a.m	Welcome, Introductions & Ice-Breaker
09:00 a.m	Conference Opening & Welcome Address
09:10 a.m	Opening Keynote
09:25 a.m	Icebreaker & Networking Simulation
09:30 a.m	Opening Session: The Future of HR Integrating AI and Innovation in the HR Space
10:15 a.m	Adopting, Adapting and Augmenting AI in the Workplace
10:35 a.m	Introduction to HR Tech Innovators
10:40 a.m	Spotlight on HR Tech Innovators: By CEO BriorHR, Benjamin Croc
10:55 a.m	Announcements & Recap of Morning Talks
11:00 a.m	Networking Break & Refreshments
11:20 a.m	Building Culture & Human Capability (A CEO’s Perspective)
11:40 a.m	Video: HR Transformation Through AI
11:45 a.m	Designing Inclusive, Psychological Safe & High-Performance Work Cultures with Technology
12:05 p.m	Building A High-Performance & Technology Savvy HR Function
12:30 p.m	Blending Human Insight and Tech to Drive Growth: Leveraging AI in the Rewards and Recognition Space
12:50 p.m	Announcements & Thoughts for the Day
12:55 p.m	Lunch Break & Networking
01:55 p.m	Special Quiz: AI, HR & Organisation (special prizes to be won)

PROGRAMME DETAILS

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TIME	DETAILS
02:15 p.m	Spotlight on HR Tech Innovators: By Chairman Kian Groups, James
02:30 p.m	Spotlight on HR Tech Innovators: Healthmetrics Venovox Fermion Labs
02:50 p.m	A Simple Ingredient to Enhance Employee Experience with AI
03:10 p.m	Change, Leadership & Driving Influence
03:30 p.m	The Failure Stories: How HR Must Fail and Keep Learning to Transform The Function with AI
04:00 p.m	Networking Break
04:15 p.m	Future-Proofing L&D Through Digital Learning and Experiential Simulations
05:00 p.m	Closing Address & Advice to HR Leaders on Embracing Digital
05:15 p.m	Group Photograph
05:20 p.m	End



HR TECH & INNOVATION CONFERENCE & EXHIBITION **Penang 2025**



RECENT CONFERENCE

HR Tech & Innovation Conference & Expo 2025

*9 June 2025 (Monday), Connexion Conference & Exhibition Centre
(NEXUS) Bangsar South*

With over 2000 Business Leaders, Delegates & 60 HR Tech Solution Providers

PARTNER



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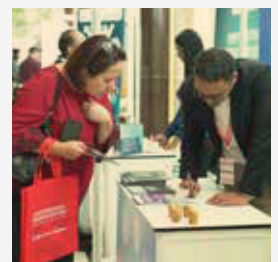
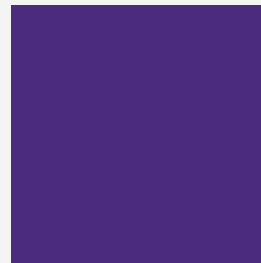
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HR TECH & INNOVATION CONFERENCE & EXHIBITION **Penang 2025**



PAST CONFERENCES

Malaysia HR Tech Conference & Expo 2024

5 & 6 March 2024 | Sime Darby Convention Centre, Kuala Lumpur

With over 1800 Business Leaders, Delegates & 100 HR Tech Solution Providers

SUPPORTED BY



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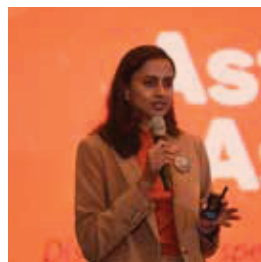
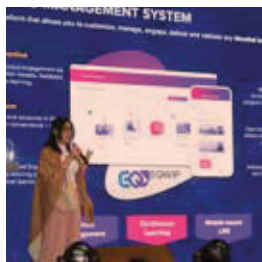
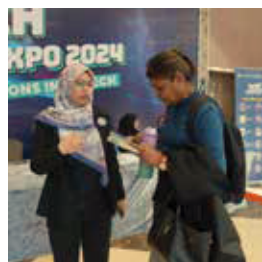
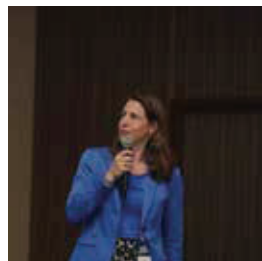
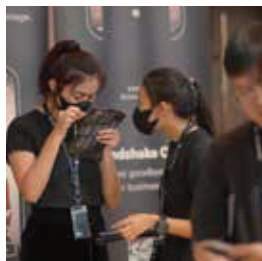
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HR TECH & INNOVATION CONFERENCE & EXHIBITION **Penang 2025**



PAST CONFERENCES

HR Forum Conference & Exhibition 2023

8 June 2023 | Berjaya Times Square, Kuala Lumpur, Malaysia

With over 850 delegates & 65 leading HR solutions providers

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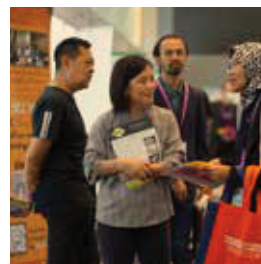
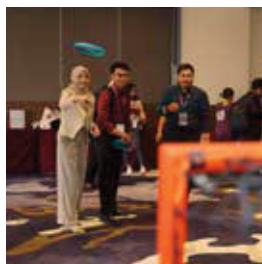
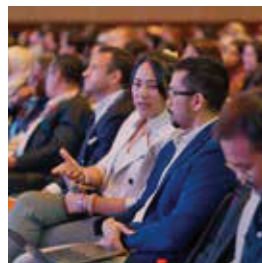
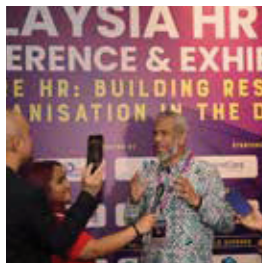
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Malaysia HR Tech & Innovation Conference 2025

Empowering HR in the Digital Age: Innovation, Integration, and Impact

The Malaysia HR Tech & Innovation Conference 2025 (Penang) is poised to be a pivotal one-day event that brings together HR leaders, tech experts, and innovators to reimagine HR in an era defined by AI, innovation, and digital disruption.

HR's Pivotal Role in Digital Transformation

AI-powered talent acquisition, predictive workforce analytics, and intelligent automation are redefining HR's role as a strategic, data-driven force. HR is no longer limited to "soft skills" and administration. It is now central to driving growth, operational excellence, and workforce resilience. This conference challenges HR professionals to lead digital transformation by integrating AI systems, leveraging analytics, and building future-ready organisations.

Why Technology is Key for HR

AI is reshaping HR beyond automation and empowering professionals to identify top talent, design personalised employee experiences, and make data-informed decisions. Sessions will highlight practical strategies for adopting AI systems, predictive tools, and digital employee experience platforms that are revolutionising the HR function.

Adapting to New Work Models

The rise of hybrid, remote, and flexible work demands new ways to manage culture, productivity, and engagement. The conference explores how technology can future-proof organisations against these shifts while maintaining strong connections within the workforce.

Megatrends & Future-Proofing Strategies

From the gig economy to AI integration, participants will explore the megatrends that are shaping the future of HR. The event equips leaders with strategies to adapt, transform, and prepare for tomorrow's workforce.

Networking & Collaboration

This is more than a conference. It's a collaboration hub where C-level peers, thought leaders, and tech partners converge to exchange ideas, solve challenges, and forge lasting partnerships.

Practical Takeaways

1. Transform HR into a data-driven powerhouse.
2. Harness AI & analytics for smarter decisions.
3. Navigate hybrid & digital workforce challenges.
4. Design impactful employee experiences.
5. Explore new HR & HR AI tools to transform HR & People Processes

Key Learning Objectives

1. Understand and integrate the latest HR tech (AI, analytics, digital platforms).
2. Drive evidence-based HR planning and decision-making.
3. Lead digital transformation in people strategies.
4. Build connected, personalised digital employee journeys.
5. Network with industry leaders to shape HR's future.

Outcome

The Malaysia HR Tech & Innovation Conference 2025 is a catalyst for HR transformation. Participants will gain the tools, insights, and networks to redefine HR as a central, AI-driven partner in organisational success, unlocking innovation, integration, and impact in the digital age.

SPONSORSHIP / EXHIBITOR TERMS & CONDITIONS

1. APPLICATION

- 1.1 All applications made shall be processed by the organiser on a first-come-first-serve basis subject to receipt of payments.
- 1.2 Applicants shall be deemed to have read, accepted, and agreed to be subjected to the T&C hereby stated.
- 1.3 Any incomplete applications (including incomplete information) submitted shall not be entertained.
- 1.4 The organiser at its sole discretion may decline acceptance of any application.
- 1.5 When sponsors/exhibitors execute and submits its application to the organiser, the application shall be deemed effective on parties as the date of signing the application and the sponsorship/exhibitions fees are non-refundable.
- 1.6 The event sponsorship/exhibition fees are the total fee payable by the sponsor/exhibitor to the organiser in respect of the licensing of the exhibition space, sponsorship, ads and related services.

2. PAYMENT

- 2.1 All payment must be made within twenty-one (21) days from the date of invoice issued by the organiser failing which the application will be rejected.
- 2.2 The organiser does not accept payments through cash or cheque. Payment shall be made via electronic fund transfer.
- 2.3 For applications received after **10 November 2025** onwards, the payment shall be due immediately.
- 2.4 The organiser at its discretion may appoint a new sponsor/exhibitor in the event the sponsor/exhibitor chosen fails to adhere to the payment terms.

3. CANCELLATION, POSTPONEMENT AND CHANGES

- 3.1 The organiser reserves the right to cancel and/or postpone the event for any reasons which is beyond the organiser's control including the circumstances provided for under clause 4 of this T&C and relation thereto.
- 3.2 In exceptional circumstances, if the physical event for any reasons (including, without limitation, due to legal regulatory which is beyond the organiser's control), the organiser reserves the right to change the event content, programme, duration, venue, dates and/or other timing of the events.
- 3.3 If changes are made to the event format from face-to-face to fully virtual, the organiser shall amend and/or reduced sponsor's/exhibitor's paid amount in each case as the organiser considers necessary or appropriate.

- 3.4 In the event change of venue and/or relocation of sponsor's/exhibitor's booked exhibition space is made, the organiser shall use reasonable endeavours to ensure that a substitute space of equivalent size is provided (subject to availability). The organiser also reserves the right to amend or reconfigure the exhibition space in the clause 3.2 and 4 of this T&C and in relation thereto.
- 3.5 The sponsor/exhibitor reserves the right to cancel its participation for the reasons provided under clause 3.2 and 4 of this T&C and in relation thereto.

4. FORCE MAJEURE

- 4.1 Force Majeure event means an event beyond the control of an affected party, either the organiser or the sponsor/exhibitor that prevents the affected party to comply with any of its obligations under this T&C, including but not limited to event that cannot be held due to act of God, epidemics, plague or similar events, wars, invasions, acts of foreign enemies or terrorist, acts of civil or military authority, revolutions, riots, explosions, strikes, hijacking, lockouts, civil commotion, insurrection, rebellion or sabotage or labour disputes. Force Majeure event shall exclude any strikes, lockouts, labour disputes or other action primarily by the act of employees or agents of the affected party.
- 4.2 Pursuant to clause 3.1 above, notwithstanding any other provisions in this T&C if both parties have agreed to affect the cancellation of this T&C, the sponsor/exhibitor shall be entitled to get full refund of the payment which has been made to the organiser and the organiser shall refund the same within thirty (30) days of the notice by the sponsor/exhibitor and except in respect of any antecedent breach.

5. BENEFITS

- 5.1 The benefits offered under the respective sponsorship/ exhibition packages would only be implemented upon full payment of the sponsorship/exhibition amount.
- 5.2 The benefits are non-transferable and non-exchangeable for cash.
- 5.3 The organiser reserves the rights to:
 - a) Replace the benefits with items of similar value should circumstances beyond the organiser's control arise; and
 - b) Change the venue if needed and at the sole discretion of the organiser; and
 - c) Make alternative arrangements regarding the benefits offered, with prior notice should it be deemed necessary to do so.

SPONSORSHIP / EXHIBITOR

Terms & Conditions

6. ADVERTISEMENT

- 6.1 All ads shall be subjected to the organiser's approval.
- 6.2 The organiser shall be entitled to reject the publication of any ads and may request for the same to be replaced with a new ad or make alternative arrangements.

7. INTELLECTUAL PROPERTY RIGHTS

- 7.1 Subject to the T&C of this Agreement, the sponsor/exhibitor grants the organiser the right to use the sponsor's/exhibitor's trade names, logo designs, trademarks and company descriptions as provided in sponsor/exhibitor marketing materials. These assets may be used in any medium of ads, promotional products, or marketing materials distributed solely in connection with the event. This may include future event publication where the exhibitors and/or organisers names are cited as 'past sponsors'/exhibitors'.

8. DATA PROTECTION

- 8.1 Any contact information given to the organiser by the sponsor/exhibitor in relation to sponsors'/exhibitors' employees, agents or representatives will be recorded in the organiser's database and will be used for marketing, administration, and promotional purposes.
- 8.2 The organiser may also share this information with its delegates, speaker, exhibitors, sponsors, and partners for them to contact those persons about other products and services relating to the event (e.g., online, or physical exhibition vendors, venues, hotels etc) for purposes of fulfilling sponsor's/exhibitor's booking.
- 8.3 The organiser is not responsible for the acts or omission of any third party to whom is entitled to pass sponsor's/exhibitors information unless sponsors have given its written request in advance confirming that sponsor/exhibitor does not want to share their contact information. A list of sponsors' and exhibitors' details which may include email addresses may be included in the event website and other applications/visuals.
- 8.4 Details of delegates at the event may be shared with sponsors/exhibitors subject to the Personal Data Protection Act 2010.

9. AMENDMENTS, VARIATIONS OR MODIFICATIONS

- 9.1 This T&C shall not be amended, varied, or modified except with written consent of the organiser.

10. ATTENDANCE

- 10.1 Sponsors/exhibitors understand that all attendees must officially be registered. The organiser may refuse admission from the sponsor's/exhibitor's organisation that does not have a delegation pass.

11. EXHIBITION

- 11.1 Sponsors/exhibitors will be eligible to select a booth when the exhibition layout plan becomes available and subject to first-come-first-serves basis and payment is duly made (booth placement shall be determined by the organiser) sponsors/exhibitors shall be placed on first-come-first-serve basis based on: -
 - a) The date and time the application is accepted by the organiser; and
 - b) The payment is received by organiser and/or
 - c) Any other criteria shall be solely determined by Malaysia HR Forum.
 - d) The location/booth spot shall only be confirmed upon receipt of full payment. The exhibitor shall have the rights to assign the exhibition slot chosen to other exhibitors who make the payment first.
- 11.2 **No Assignment or "Subletting" of Space**
The assigned booth space is for the sponsor's/exhibitor's use only. Sponsors/exhibitors may not permit or "sublet" all or any part of its assigned booth space to any other business or firm, unless the organiser has given prior written approval. Any such assignment, permission, or "sublease" without the organiser's prior written approval shall be null and void.
- 11.3 Sponsors/exhibitors shall undertake the exhibits to be displayed at sponsor's/exhibitor's booth do not infringe or are not likely to infringe any patent, trademark, copyright, and other intellectual property rights of any party.
- 11.4 Distribution of ads material and sponsors/exhibitors solicitation of any sort shall be restricted to the sponsor's/exhibitor's booth. Sponsors/exhibitors shall not exhibit nor allow any promotion materials/products extend into the aisle or beyond the limits of the assigned booth.
- 11.5 Sponsors/exhibitors shall be bound by all pertinent laws, codes, and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.
- 11.6 The organiser will furnish an Exhibitor's Manual with directions for the purpose of simplifying and expediting the installation, maintenance, dismantling, and removing by the sponsor/exhibitor of his display. Sponsors/exhibitors requiring special services, i.e., furniture, electrical, etc., should refer to the Exhibitor's Manual.

12. NO CLAIMS AGAINST THE ORGANISER

- 12.1 The sponsors/exhibitors agree that no claims shall be made against the organiser in relation to the following:
 - a) Replacement of sponsorship's/exhibitor's benefits with items of similar value.
 - b) Providing alternative arrangements in respect of the advertisement and exhibition participation benefits.
 - c) Non-publication of advertisements; and cancellation of exhibition

SPONSORSHIP / EXHIBITOR REGISTRATION FORM

Please tick (✓) your preference

	TITLE SPONSOR	Negotiable
	GOLD SPONSOR	RM 5,000
	REGULAR SPONSOR	RM 2,500

Excluded 8% SST

RATE CARD & ENTITLEMENT

BENEFITS / EXCLUSIVE OPPORTUNITY*	TITLE	GOLD	REGULAR
	Negotiable	RM 5,000	RM 2,500
Exhibition Space	2 Lots	1 Lot	1 Lot
Sponsor Speaking Slot	2 Slots	1 Slot	✗

BRANDING & PUBLICITY

Branding Logo on Landing Page	✓	✓	✓
Branding Logo on Social Media	✓	✓	✓
Branding Logo on Digital Backdrop	✓	✓	✓
Exhibitor/Sponsors Pass with Meals	VIP Lunch	3	2
Lucky Draw Give Away	✓	✓	✗

Sponsor/Exhibitor Details

Company Name	
Company Address	
Person-in-charge	
Designation	
e-Mail	
Mobile Number	
Date	

Terms & Conditions:

- Please refer to the sponsorship and exhibitor terms and conditions.
- Payments to be made via bank transfer to:-

HR FORUM CONSULTING SDN. BHD.
Current Account: MAYBANK KL SENTRAL
Account Number: 5641 6449 1067

Acceptance

I have read and agree to the terms and conditions.

Signature		Company Stamp
Name		
Date		

Completed forms are to be emailed to event@malaysiahrtech.com

OUR PAST SPONSORS & EXHIBITORS



VENUE DETAILS



AC Hotel by Marriott, Penang

213, Jalan Bukit Gambir, Kampung Seberang Paya,
11950 Bayan Lepas, Pulau Pinang.

CONTACT DETAILS

Book your Sponsorship & Exhibitor package before **10 November 2025**
Sign up early to secure your preferred booth placement.

Sophie - 010-861 1851 | event@malaysiahrtech.com

Organised by



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