Wow, some months have passed since IACT College moved to the Jaya One campus. It’s been a time of discovery and adapting to new things and I have to say that everything has been going really well.

IACT College has gone through this metamorphosis and is now ready to undertake many other challenges. From a small and humble beginning in Damansara Utama, IACT College now has a modern, better equipped and upbeat campus in a more conducive environment.

Although the process of change wasn’t easy, IACT College has made it through smoothly and had since hosted and supported various activities. In this issue, ink! covers some of the many activities IACT College had undertaken since the big change.

Also featured is the man behind the new IACT - Mr. Raymond Chew. In this issue, Mr. Raymond shares his experiences, his heart in education as well as his vision and plans for IACT College.

Susanna Ng
Editor
LET’S SPREAD THE LOVE

By Lam Jian Chuan

On 1st October 2009, a total of 150 students gathered to watch a live projection of a man telecast from the United Kingdom and watched as he announced the winners of Momiji’s Moving Image Competition and the accompanying cash prize of RM2,000.

The ‘A-dollie’ party was held in the Gallery of IACT College. The Momiji ‘Spread the Love’ themed competition had drawn the attention of many students from IACT College into creating their own material for a short five minute video presentation on the topic.

The main challenge of the competition, however, was using the Momiji Dolls itself in coming up with creative moving images, whether by animation, film, video, stop motion, 3D animation or other interactive media. Besides the lucrative cash prize, the winner of the competition would also have their short films used to ‘spread the love’ of Momiji Dolls to potential and existing consumers through United Kingdom stores and other online platforms.

On the day of the event, live streaming video calls were made to the judges of the competition, who were based in the United Kingdom, via Skype. The top five videos chosen by IACT College were then presented to them at the same time as it was premiered to the audiences there.

Although difficult, the judges eventually made their decisions on the top three winners of the competition. The grand prize went to the Momo Team consisting of Teh Han Nie, Tan Soo Chin, Loo Wai Leng and Chang Shin Lei. Coming in at second place was Tan Chin Kent and Lau Ming Teck, followed by Jared Lee’s solo effort.

Other highlights of the night included a showcase of IACT College’s new gallery and the students’ artwork. There also was a launch of Momiji Dolls’ latest collection by a French artist by the name of Adolie Day.

HUMAN AUCTION for animal shelter cause

By Lizzie Chan

Who would have thought that by buying your favourite person to hang out with, you could help raise funds for a charity? Well, the students of IACT College sure did.

IACT College’s Student Council’s community department, Serving Our Society (S.O.S) hosted a human auction dubbed Project Auction at the college’s gallery on the 30th September 2009. The main objective of this event was to help raise funds for PAWS Animal Welfare Society (P.A.W.S).

Hosted by IACT College students, Jared Lee and Lee Wei Chen, the event saw a large number of students bidding for their favorite participants consisting of three lecturers and ten students. The auctionees demonstrated their popularity as the crowd cheered, applauded and tried to outbid one another for their favourites. The event alone managed to raise a whopping RM1,040.

Besides the live auction, a booth was also set up at the side of the gallery, where a set of service sales were available for purchase. In addition to that, the booth also sold P.A.W.S’ merchandise on the animal shelter’s behalf.

Overall, this event was a great success. Rachelle Gan, organising chairperson of Project Auction was overwhelmed with the crowd’s response. “Initially, we only expected to raise around RM500 but now the amount of money we managed to raise is double our expectations,” she said.
Ever since the current ‘1Malaysia’ campaign was launched by the Prime Minister close to a year ago, various organizations have reacted to the uniting concept, taking efforts to organise activities which would cultivate racial unity in support of our Prime Minister’s vision for our country.

Not being left behind to bite the dust in this aspirational vision, Grassroot Communications and IACT College came together and collaborated to launch ‘1Malaysia Captured’, a photography competition initiated by the former and hosted by the latter. Taking place on the 14th November 2009, the launching was graced by the attendance of YB Dato’ Seri Shahrizat Abdul Jalil, the Minister of Women, Family and Community Development.

The event kicked off at 4.00 pm at the gallery with the arrival of our honoured guest. There was a short meet and greet; the lecturers, staff and students of IACT College shook hands and exchanged short dialogue with guests before commencing onto the introduction of the launch.

The opening speech was given by Azwan Ariffin, Chairman of Grassroot Communications. “‘1Malaysia Captured’ was an effort to bring about the 1Malaysia message while aiding Malaysians in need of eye surgery. 1Malaysia is a multi-platform to bring the 1Malaysia message. It’s a celebration of strength in diversity,” he said.

The participation of Malaysians would contribute to the funds, which would allow those in need of eye surgery to undergo necessary procedures. Grassroot Communications, in collaboration with Lions Club, aims to raise RM 200,000 for this cause. “We are looking forward to seeing more than 10,000 entries over the next 30 days.”

YB Dato’ Seri Shahrizat Abdul Jalil then gave her speech. She expressed her opinion of the competition by saying, “It’s a simple idea that goes straight to the heart.” Besides that, the Women, Family and Community Development Minister also communicated what 1Malaysia meant to her, stressing on the importance of realising this dream for our nation.

“1Malaysia is about going back to the basics. It’s about values, a way of life and being strong in faith,” she said.

Shortly after that, YB Dato’ Seri Shahrizat Abdul Jalil was invited onstage to cut the ribbon, officially launching the ‘1Malaysia Captured’ competition.

The event came to a close at about 5.00 pm, where the guests and audience were invited for some food and beverages after the joyful and celebratory officiation ended.

For those interested in joining this competition, please visit http://1malaysiacaptured.com/ for more information.
We waited at the cafeteria of PosAd and went through our questions one last time. I looked around nervously at all the gadgets and gizmos which looked like they could magically conjure all sorts of amazing food. Outside the cafeteria, it was definitely quite an unnerving scene with so much going on and at such a fast pace.

Sharp at 11, a man walked towards our direction and held out his hand. “Wow”, I thought. This must be Mr. Raymond Chew. It sure was. With anticipation of a strict and firm man, we exchanged a handshake and received a warm welcome which instantly changed our perspective of the man who is the new owner of our college.

We were ushered by the man himself into one of the rooms in his big and busy company where the interview was to take place. Without further ado, the interview began:

**Interviewer:** Sir, you’re now the proud owner of IACT, so I’d like to ask you, why did you choose to invest into education among other things?

**Raymond:** Well, education is definitely one of the most important investments anybody can invest in; whether you’re a young person or a parent. Although there are many colleges out there, it is still a huge market and I am of the opinion that the demand for good education still exceeds supply and the field is not level so you need to level the playing field and make it available to young people in Malaysia.

**Interviewer:** You are a media owner; does that relate to why you chose an advertising-based institution?

**Raymond:** Obviously I chose IACT College because I’m in the industry and I know the people. It also happened by chance that the news came to me of its availability for sale. But IACT College won’t stay an advertising college for long as I have a vision to turn IACT College into a multi-discipline university-college offering anything from advertising to architecture to liberal arts to medicine. Of course this will take a lot of time and effort; a lot of investment, not just in money but in good management, determination, good work and vision.
So sir, what was your first impression of IACT College students?

I have been in the industry for 20 years now and I have had many contacts with IACT College students because I sponsor some of your prizes at the graduation. I guess you guys should know by now that you’re an impressive lot and are held in high regard in the industry. So my first impression of IACT College students was that I’m glad I bought into a college with the ability to churn out students of such high quality.

There’s actually a common perception amongst Malaysians, or should I say Asians, that there’s a less chance of being successful in the creative industry as compared to industries like health science, and engineering and such. What do you think about this in regards to your experience?

That is such a sad misunderstanding and misperception and in so many ways is this perception wrong. You have to first define “successful”. A lot of people perceive money to be the key thing in success. Money is important, but it is not everything. I don’t think there is an industry that has more happy people than the advertising industry. Advertising is so different every day. Everybody is just so energized and people are happy, but of course there is stress in managing scarce resources, which is money in advertising and promotion budget as there is never enough.

As you know, we’re also writing for parents, and I’m sure they’d like to know about Raymond Chew. So, how do you balance between your career and also being a family man?

Good question. I cannot over-emphasize how important it is to really strike the right balance as it’s so critical. As one of the directors of an NGO, Focus on the Family, I would say that good work does not necessarily come with over-work. You must learn how to delegate your work as you cannot do it all yourself as well as learn how to trust people in doing things too. So once you’re able to delegate work, you get quality work without overworking and this makes you have time left to spend with your family.

What would you like to say to parents and students to IACT College?

I think parents should listen to their children when they discuss the topic of where and what to study. A lot of parents have the wrong priorities in mind when they steer a child towards a professional degree such as doctors and lawyers because they think that ultimately, professionals earn more money than any other profession. Aside from that, parents and children have over-emphasized the need for a foreign, overseas education. The attraction for children is mainly the adventure of being overseas. However, the raw perception of parents is that they want their child to be given the best. In my opinion, that is so wrong and I am not saying this because I own a local college. I can name you many successful, high level top executives working in Malaysia and overseas who have studied in local colleges and universities in Malaysia. Some advantages of studying locally is being able to continue to master the uniqueness of this society as well as mastering the knowledge of our local market. And don’t worry about overseas exposure; it will come through time when you start to work for multi-national companies.

30 minutes later, we put our pens down and closed our notebooks. The interview was a success! We definitely learnt a lot from a successful and to say the least, humble man. Mr. Raymond Chew led us to his office where we took some pictures. Before leaving, we stopped by at the cafeteria of his company where he offered us one of the amazing things in his cafeteria which we didn’t expect – ice cream!
The final year mass communication students of IACT College once again made us proud when they organized a breast cancer prevention program titled Go Pink! Start Acting that took place on the 16th August 2009. This brainchild of class DMC 04/05/06/07 who are also known as Fabulous Events (fabulousevent.blogspot.com) took place at the Main Entrance, New Wing, 1 Utama Shopping Centre. Needless to say, it was evident through the outcome of the project that the efforts put in for this Corporate Communications project paid off handsomely.

The public event began at 10.00 am and even though the event may have started off slow, it gained momentum with the officiation of the event. The official launch began a little before noon with big names such as Celcom’s CEO; Yang Berbahagia Datuk Seri Shazalli Ramli, Afdlin Shauki, Reshmonu, Janny Paul, Dax Lee of Preventive Healthcare and Daniel Lim of Gold Art gracing the event.

The event then picked up from there with numerous performances by local artists interspersed throughout the day including Ana Rafalli, Liyana Fizi & Friends, Shahrin, Matador, SSK Crew, Kraft, Luscious, Aiqa Halim, Senoritas, Omar K & Sabhi, Sue & Band, Scampi, One Buck Short and not forgetting IACT College’s singing sensation, Janette!

But of course, there is more to the event than just star-studded appearances and performances. Not forgetting the core purpose of this event, the organizers managed to rope in Pride Foundation and Preventive Healthcare to actively participate in the event. Both organizations set up booths to answer any queries that the public may have. Pride Foundation even brought along their breast dummy to demonstrate how to perform Breast Self-Examination the right way.

However, the highlight of the day was the eye opening talk conducted by a young breast cancer survivor. By sharing her heartfelt experiences with the attendees of the event, her experiences only reaffirmed that breast cancer can happen to anyone irrespective of age, gender or lifestyle.

In order to cater to audiences of all ages as well as stimulate public engagement, other fun-filled and family-oriented activities were carried out throughout the day; this included face painting, a dazzling magic show, a coloring competition for the little ones, quizzes, a wife makeover challenge and even a limbo competition. Besides that, they also distributed free goodie bags and pink balloons to the public as a way of saying thanks for their support in the event.

This was an event to be proud of so here’s a big congratulations to Fabulous Events for pulling through with such a successful spectacle! This free to the public happening was made possible with the sponsorship of Celcom, 1 Utama Shopping Center, Gold Art, MYCI and Preventive Healthcare.

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**The guests of honour spearheading the launch of Go Pink!**

**Local artiste Reshmonu, leaving an encouraging message on the Go Pink! board.**
What a colourful place IACT College is! The college is filled with many people of different skills and talents. You might not have heard of them, so, here is a little insight on some of the talents here in IACT College.

Esther Richard, DMC13

Esty is a young and talented singer and song writer. She started singing at a very young age as a hobby. She used to sing in church and at youth events. As she grew older, her interest in music continued to develop. She picked up the guitar, started writing songs, and expressed herself through her own music. She says that her family and friends are her biggest motivations. To date, she has performed for several events, like the SyokShock Launch.

Her message: “Stop procrastinating! Write what you think/feel, it doesn’t matter if no one understands it. Listen to what I write, and you’ll get what I mean.”

Farhani Fadzil, DMC13

Talkative, bubbly and hyperactive! That’s what got Hani a job as a television host. She enjoys talking. As she said, “Communication is my passion!” and she likes meeting new people. Ever since she was young, she had never been a shy person and had always been a social person. She is always interested in how people host TV shows and aspires to be just like that. She then channeled all her passion and went for an audition, and today, she’s a TV host. She currently hosts TV3 Voice Out and School Attack, which is aired on TV3 at 10.00 am on Saturdays and Sundays.

Her message: “Never give up! The greatest revenge is to achieve what others say you cannot do.”

Tomorrow’s Paper

A band consisting of Danny, JC, Adrian, Nick and Esther, they stand by the phrase “No music, no life!” The band started off as a casual jamming session among college friends. The band name, “Tomorrow’s Paper”, was formulated by Danny after he tragically missed one of his examination papers! Funny, isn’t it? They all share the same taste in music and currently do not play regular gigs, although they have had ad-hoc performing experiences such as their gig at Mardi Gras.

Their message: “Keep trying! Hard work really pays off. And the best place to find inspiration is when you’re doing something of emotional-feel to it.”
GAIN Work Experience & Earn ATTRACTIVE Pocket Money

If You Are...

- Aged 17 years old & above.
- ENJOY meeting people.
- Able to communicate in Bahasa Malaysia, English, Mandarin or other Chinese dialects.

* Do contact us to arrange for an interview!

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