

3rd PiTCH 2023 CONFERENCE SCHEDULE

WEDNESDAY (13th SEPTEMBER 2023)

9.00am – 10.30am OPENING CEREMONY

8.30am – 9.00am	Arrival & Registration Conference Participant	Andaman Grand Ballroom
9.00am – 9.05am	National Anthem & Untuk Negeri Kita	
9.05am – 9.10am	Do'a Recitation	
9.10am – 9.20am	Welcoming Remarks Dr Nur Hidayah Che Ahmat Conference Chairperson	
9.20am – 9.50am	Keynote Lecture 1: Topic: Sustainable Education & Human Capital Associate Professor Dr Norzuwana Sumarjan Dean of Faculty of Hotel & Tourism Management Universiti Teknologi MARA	
9.50am – 10.20am	Keynote Lecture 2: Topic: Sustainable Health & Wellbeing Professor Dr Susan Wohlsdorf Arendt Professor of Hospitality Management Iowa State University	
10.20am – 10.30am	Morning Coffee Break	

10.30am – 12.30pm PARALLEL SESSION 1

10.30am – 12.30pm	Parallel Session 1	Breakout Room 1 (Andaman)
		Breakout Room 2 (Jintan)
		Breakout Room 3 (Lawang)
		Breakout Room 4 (Pala)
12.30pm – 2.00pm	Lunch and Networking	Cinnamon Asian Kitchen

2.00pm – 4.45pm PARALLEL SESSION 2

2.00pm – 4.45pm	Parallel Session 2	Breakout Room 2 (Jintan)
		Breakout Room 3 (Lawang)
		Breakout Room 4 (Pala)
4.45pm – 5.00pm	Refreshment and Networking	Corridor Breakout Room 2, 3, 4
5.00pm	Conference Ends	

7.45pm - 10.30pm CONFERENCE DINNER AND AWARD CEREMONY

7.45pm - 8.00pm	Guest Arrival & Registration	Andaman Grand Ballroom
8.00pm - 8.05pm	VIP & Guest of Honor Arrival	
8.05pm - 8.10pm	National Anthem & Untuk Negeri Kita	
8.10pm - 8.25pm	Silat & Culture Performance	
8.25pm - 8.35pm	Speech 1: Professor Dr. Ir Ahmad Rashidy Razali Rector of Universiti Teknologi MARA Cawangan Pulau Pinang	
8.35pm - 8.45pm	Video-Speech 2: Professor Datuk Dr Roziah Mohd Janor Vice Chancellor Universiti Teknologi MARA	
8.45pm - 8.55pm	Launching of Book of Abstracts on Sustainability Montage Presentation	
8.55pm - 9.55pm	Dinner Performance 1 Lucky Draw 1 Performance 2 Lucky Draw 2	
9.55pm - 10.25pm	Award Presentation	
10.25pm - 10.45pm	Photo Session	
10.45pm	Dinner End	

THURSDAY (14th SEPTEMBER 2023)**08.45am - 4.30pm CONFERENCE TOUR**

8.45am	Registration	Hotel Lobby
9.00am - 4.00pm	Penang Tour (Optional)	
4.00pm	Return to Hotel & Conference Ends	