

Agenda 4.5 – 1st WGC Youth Programme

By Soh Mey Lee, Chair TF2

7th CC Meeting

4 October 2011

Dubrovnik, Croatia



In the run up to the Youth Programme, some pre-WGC2012 activities were carried out ...

.... **Youth Social Networking Website**
www.itsnotmagicitsscience.com



.... **Science Centre Student Engagement Activities**





PRE-WGC 2012 YOUTH EVENTS

TF2 YOUTH SOCIAL NETWORKING WEBSITE

11,222 visitors came from 141 countries

4,733 MALAYSIA	1,030 UNITED STATES	816 INDIA	643 RUSSIA	580 UNITED KINGDOM	550 AUSTRALIA
252 SINGAPORE	215 PHILIPPINES	154 INDONESIA	152 CANADA	151 BRAZIL	105 NETHERLANDS
101 CHINA	98 NIGERIA	87 FRANCE	86 SOUTH KOREA	72 PAKISTAN	60 GERMANY
42 HONG KONG	39 SOUTH AFRICA	38 NEW ZEALAND, JAPAN	36 UKRAINE	35 BELGIUM	34 GHANA
32 KENYA, ITALY	31 QATAR	30 NORWAY	29 UAE	28 ARGENTINA, THAILAND	25 SPAIN



VISITORS
Total visits to the website.

UNIQUE VISITORS
Individual visitors to your website.
If I visit a website 5 times within a month, then I will be counted as one unique visitor who has visited the website once within a month.

PAGEVIEWS
The total number of pages that visitors have looked at on the site.

UNIQUE PAGEVIEWS
The number of individual visitors who have reviewed pages on the site.

www.itsnotmagicitsscience.com
Dashboard

1 Apr 2011 - 26 Sep 2011
Comparing to: Site



11,222
VISITORS

8,335
UNIQUE VISITORS

47,063
PAGEVIEWS

73.83%
NEW VISITORS: 8,285

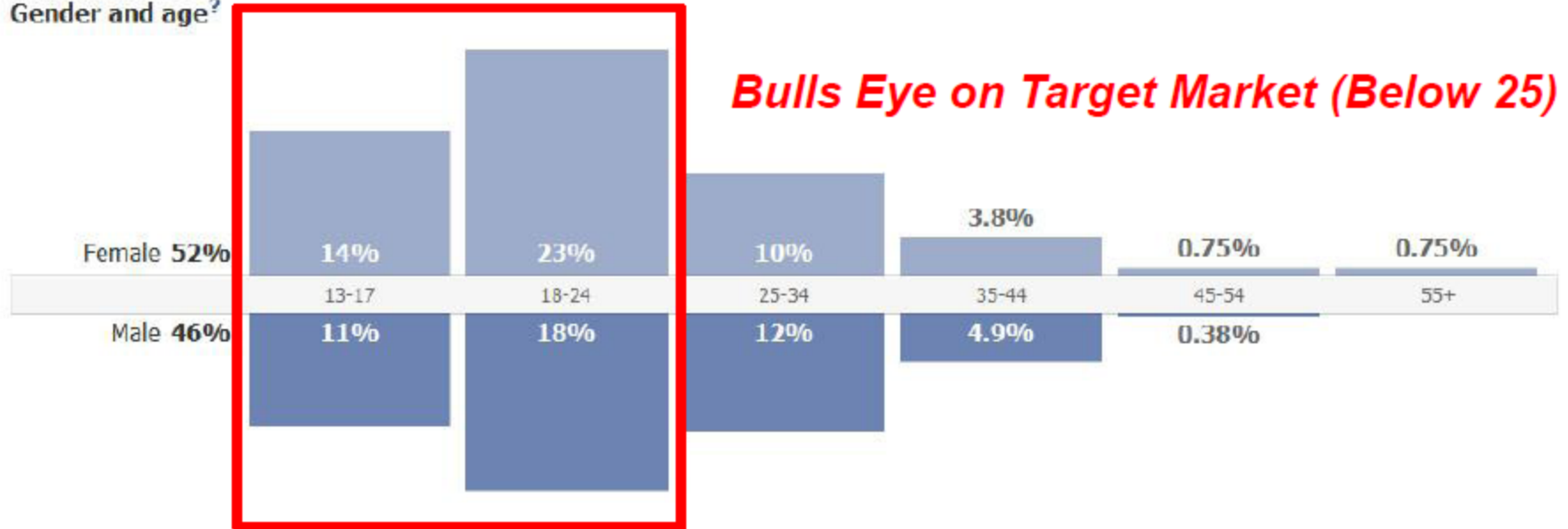
26.17%
RETURNING VISITORS: 2,937



IMPACTING THE RIGHT TARGET GROUP



Gender and age²



207
MALAYSIA

13
UNITED STATES

8
INDIA

7
SINGAPORE

5
AUSTRALIA

3
HONG KONG,
INDONESIA

2
PHILIPPINES,
JAPAN, NEPAL

1
CANADA, ESTONIA, SRI LANKA,
ARGENTINA, MACAU, NETHERLANDS,
PAKISTAN, UNITED KINGDOM

ONLINE BANNERS – HIGH CLICK RATE (0.94% VS 0.02% MARKET AV)



Also active on *Facebook* and *Twitter*



ItsNotMagicItsScience Online Banners – Nick Asia

Campaign Overview All Time:

Total Delivered Impressions: 116,463

Total Delivered Clicks: 1,096

Total Click through Rate: 0.94%

Campaign performance (click through rate) is above the average market performance of 0.02%.



PRE-WGC 2012 YOUTH EVENTS

Science Centre Student Engagement Activities

SOME OF THE ACTIVITIES INCLUDE..

Collaborative activities with SPE/MOHE/UTP



Educate the Educators on STEM – Teachers Fellowship Program



Science Action Teams



Careers in Gas Forum



Fun with Gas Carnival





THE MAJOR EVENTS FOR YOUTHS DURING WGC2012 ARE....



1. A *Plenary Youth Roundtable Forum* where 6 to 7 selected Youths will engage in a forum on-stage with industry captains.
2. A *Youth Carnival and Conference*, organized by Youths for Youths, hosted at a special designated venue close to WGC main venue
3. A *Movie Magic Youth Night Out Event* organized to give participating Youths a fun and memorable event that is associated with the global gas industry.
4. A *Fun with Gas Carnival* designed for children aged 5-17 years with Interactive displays to promote learning in a fun way.

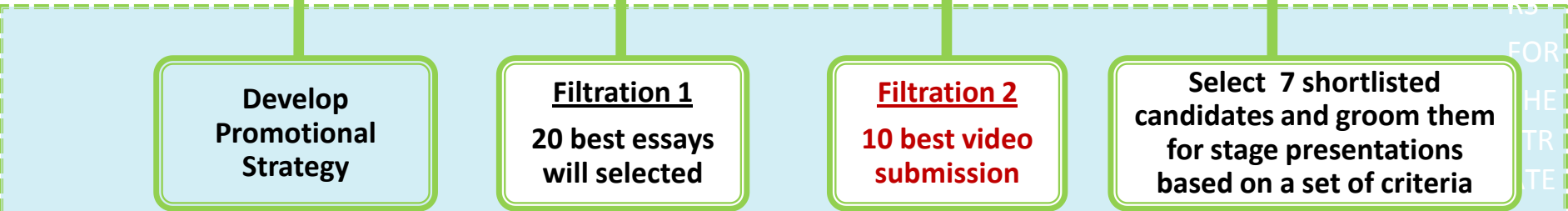


WGC 2012 TF2 STRATEGIC PANEL SESSION

Plenary Youth Roundtable Forum “The Magic in the Young Generations”

PROCESS TO SELECT THE YOUTHS FOR THE PANEL FORUM

ACTIVITY PHASES



QUALIFICATION PHASE

ESSAY COMPETITION LAUNCHED IN JUNE 2011

ESSAY COMPETITION

A CHANCE TO MEET GAS INDUSTRY TOP CEOs, IN PERSON!

The International Gas Union World Gas Conference 2012 (WGC2012) is proud to present **The Youth Roundtable Forum**. We are inviting youths from all around the globe to participate in an essay competition which may be your golden ticket to meet in person, the high profile leaders of the gas industry, to discuss the industry's pressing global issues. If you are selected, you will represent all youths around the world and stand a chance to travel to beautiful Malaysia, fully/partially sponsored by the organizers!

For more information, do visit www.itsnotmagictsscience.com

ESSAY TOPICS

SCIENCE & TECHNOLOGY How it matters in improving energy for global economies. How can we shift towards a Greener world.

THE ENVIRONMENT How can we shift towards a Greener world.

ENERGY How can we shift towards a Greener world.

HERE'S YOUR CHANCE...

...TO REPRESENT YOUNG PEOPLE AT THE WORLD GAS CONFERENCE 2012 IN MALAYSIA!

Albert Einstein is possibly the most famous scientist in history. His powerful quotes have inspired so many people around the world. If you can relate to this quote and aspire to make a difference in the global gas industry, this could be your chance to show the world what you are made of.

The World Gas Conference 2012 is proud to present a Youth Roundtable Forum. We are inviting youths from all around the globe to participate in an online essay competition to win an opportunity to meet industry leaders in person. If you are selected, you will be representing all the youth around the world and you will stand a chance to travel to beautiful Malaysia, sponsored by the organizers.

Be the next Einstein, submit your essays today at <http://www.itsnotmagictsscience.com>

Submit your essays on any of these HOT topics!

- Science & Technology** Every year advances and how they contribute things matter in improving energy for global economies.
- Gas** How you and I meet change to current ongoing projects and how they will change the world.
- The Environment** How can the global gas industry's emissions be reduced to meet the world's needs?
- Careers** How can you contribute to work in the gas industry?
- Energy & Economy** Is it possible to contain global energy demand and meet the world's needs?

Closing date for essay submissions: 30 June 2011

Sponsors: PETROSAINS, GDF SUEZ, TED, SCIENCE BABE

STAGE 1		STAGE 2		STAGE 3	
ESSAY COMPETITION		VIDEO COMPETITION		VIDEO TELECONFERENCE / INTERVIEW	
Submission of a written essay on topics provided.		Participants whose essays have been successfully selected must submit a video expressing their views and opinions on the related essay subject matter.		Successful participants who have qualified from Stage 2 will go through a telephone/video tele-conference with our panel.	
DATES & DEADLINES					
November 2011	Closing date for essay submission.				
December 2011	Announcement of Stage 1 winners.				
January 2012	Closing date for video submission.				
March 2012	Announcement of Stage 2 winners.				
2012	Selection of and notification to individuals chosen to be part of the Youth Plenary session at WGC2012.				
AWARDS					
Winners will be awarded with the opportunity to attend the WGC2012 in Kuala Lumpur, fully/partially sponsored by the organizers.					
3-6 winners will be selected as Speakers at the high-profile Strategic Panel during the WGC2012 Plenary Youth Awards which will be revealed at a later date. Will be awarded for selected winning essays and videos.					

Please refer to the website for the Rules and Regulations www.itsnotmagictsscience.com

In conjunction with YOUTH CARNIVAL

Forum on:
 "Technology & Innovation in Gas Industry"
 "Evolving Petroleum Professional in Gas Industry"
 "Natural Gas and the Environment"

by well known individuals of the industry, together with many other interesting activities!

- Total 74 submissions

- 39: Russia
- 7: China
- 7: Nigeria
- 4: India
- 3: Malaysia
- 3 : Australia
- 2: Netherlands
- 1: UK
- 1: Canada
- 1: USA
- 1: France
- 1: Uganda
- 1: Kenya
- 1: Indonesia
- 1: Thailand
- 1: South Africa



WGC 2012

YOUTH CARNIVAL AND CONFERENCE

- Dedicated venue close to main WGC venue
- Daily themed topics on Gas
- Theme venue – Chillax areas, Arabian Night; Forest
- Media and Internet connectivity
- Onsite video recording of Youths' own discussions
- Live feed to main WGC 2012
- Serious Forum to learn about the industry
- Fun, games, music, cooking demonstration
- World NRG Battle
- Global participants all under 30 years



PREPARATIONS ARE UNDERWAY FOR A GREAT EVENT



**Youth Night Out at one of the hottest
night spot in Kuala Lumpur**

250

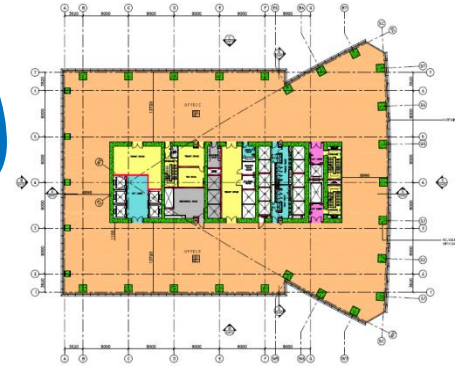
Youth delegates



150 rooms booked for Youth
Accommodation

26,000

Square feet of event space area



100+

Industry professionals and real heroes

6

**Fully customised
corporate booths**

CREATIVE AND INNOVATIVE FIT-OUT UNIQUELY MALAYSIAN



Epicenter
(Center stage)



Speak up at
the Espresso



Themed Boardrooms for
serious discussions



Lobby 1 & 2 for hang out
and chill out



The Windows for
connectivity to the world



YOUTH PROGRAMME: FUN AND FORA

SPEAKERS, HOSTS, SESSION CHAIRS, MODERATORS, FACILITATORS NEEDED

	Mon	Tue	Wed	Th	Fri
		"Think About Gas" TAG-1	"Talk About Gas" TAG-2	"To Appreciate Gas" TAG-3	
9.00 – 10.00	Registration	Gas – a long term commitment	Meet the host session (IGU)	Panel address by WGC TF2 Chairperson & Prof Kahn	Trip to WGC - Exhibition - Panel session - Petrosains - Sky Bridge
10.00 – 11.00		Speaker's Corner (After shocks) 3 sessions in parallel	Speaker's Corner (After shocks) 3 sessions in parallel	Speaker's Corner (After shocks) 3 sessions in parallel	
11.00 – 12.30		Speaker's Corner 3 sessions in parallel	Speaker's Corner 3 sessions in parallel	Speaker's Corner 3 sessions in parallel	
12.30 – 14.00	Opening Ceremony / Welcoming Cocktail	Lunch – Meet the Real Gas Heroes (IGU PGC/WOC/TF)	Lunch – Meet the Real Gas Heroes (IGU PGC/WOC/TF)	Lunch – Meet the Real Gas Heroes (IGU PGC/WOC/TF)	
14.00 – 14.30		Convene @ KLCC Exhibition	Download Session / Knowledge Café/Corporate Talk	Download Session / Knowledge Café / Corporate Talk	
14.30 – 16.30		TF-2 WGC Youth Roundtable	- Experience sharing with Real Gas Heroes	- Storytelling among YPs	
16.30 – 18.00		TF2 Committee Session (all)	Free session:/Work on the pledge – joined by R/T leaders	Free session/Work on the pledge – joined by R/T leaders	
20.00 – 24.00					GAS IT Youth Night Out
					WGC Closing ceremony



A LINE UP OF ACTIVITIES COMBINING FUN AND FORA



	Mon 4 June	Tue 5 June	Wed 6 June	Thurs 7 June	Fri 8 June
		"Think About Gas" TAG-1	"Talk About Gas" TAG-2	"To Appreciate Gas" TAG-3	Hotel Check out
9.00 – 10.00	Hotel Check in And registration				Trip to WGC - Exhibition - Panel session - Petrosains - Sky Bridge
10.00 – 11.00		Chillax 1	Chillax 1	Chillax 1	
11.00 – 12.30			Let's do Cooking		
12.30 – 14.00		Lunch – Meet the Real Gas Heroes (IGU PGC/WOC/TF)	Lunch – Meet the Real Gas Heroes (IGU PGC/WOC/TF)	Lunch – Meet the Real Gas Heroes (IGU PGC/WOC/TF)	
14.00 – 14.30		Convene @ KLCC Exhibition	Video Blogging	Video Blogging	
14.30 – 16.30		TF-2 WGC Youth Roundtable@ KL Convention Centre	Team practice – musical performance	Team practice – musical performance	
16.30 – 18.00		TF2 Committee Session @ KL Convention Centre			
20.00 – 24.00				GAS IT Youth Night Out	WGC closing ceremony

NOMINATION FOR PARTICIPATION WILL SOON BE OPENED



Nominees should come from:

1. E-essay winners
2. Nominations by National Gas Associations
3. Company-sponsored nominees/Young professionals (company employee)
4. Corporate-sponsored undergrads or essay winners (non company employee)
5. Award winners of WOC/PGC competitions

- Total number is limited to 250 youths
- Application forms will be available at the WGC2012 and social networking website
- Invitations will also be sent to all IGU members to nominate Youths attendees
- A participation fee of USD700 per participant will be charged to cover all ground expenses (including hotel, meals and conference materials)
- Sponsorship opportunities are available.



WGC 2012

MOVIE MAGIC YOUTH NIGHT OUT

A NIGHT TO REMEMBER IN ONE OF THE HOTTEST SPOT IN TOWN

- Participants will dress up as their favorite movie stars and experience one night in the “fabulous lane”
- Participants will enjoy the night as a celebrity on the red carpet
- Costumes can be made available upon prior notice of choice and preferences





WGC 2012

FUN WITH GAS CARNIVAL

AN EDUCATIONAL EXPERIENCE FOR YOUNG CHILDREN



Science in Action FUN WITH GAS





HOW CAN YOU BE INVOLVED?



SPONSORSHIPS

- Participate in our youth sponsorship programme
- Advertise in our Youth Souvenir programme booklet
- Contributions ranging from USD2,000 to USD100,000
- All sponsors will be acknowledged and will have visual branding
- Request for sponsorship package from TF2 or CC.

PARTICIPATION

- We need Real Gas Heroes like you to interact with the youths
 - to share your experience
 - to speak on a particular subject
 - to motivate and inspire the youths
 - Moderate at the knowledge café sessions
- If you can spend some time with the youths, please let us know.
- Contact TF2 Soh Mey Lee(mlsoh@aet-tankers.com)



REGISTER YOUR INTEREST TO BE A REAL HERO TODAY



SESSION	OPTIONS	REGISTER YOUR NAME
1	Chair a Sharing Session one of the knowledge café	
2	Speak on a given topic of the day (topics will be emailed to you for selection)	
3	Be present at the “Meet the Real Heroes” Lunch sessions – pls indicate your preferred day/ dates	
4	Attend the Youth Night Out event	

*For further details please contact TF2 Chair :
Soh Mey Lee(mlsoh@aget-tankers.com)*



The End

Questions and Answers