

YOUTHSAYS COMMUNITY BUILDING PROJECTS

Every year, YouthSays invests in organizing large scale youth community programs and events to reach out and further deepen relationships with the Malaysian youth communities. Below are our anchor programs/properties:



YOUTH'09 - The largest youth lifestyle festival in Malaysia with over 100 activities gathering a participation of over 36,000 youths age 15 to 30, highlighting the 5 pillars of the youth culture: music, sports, technology, social and fashion.



YOUTH'08 – The inaugural youth lifestyle showcase displayed the activities with aspects of entrepreneurship, education, entertainment, fashion, health, technology, career and charity, gaining participation of over 20,000 youths age 15 to 30.



The National Youth Entrepreneur Convention – The convention featured 13 of Malaysia's leading youth entrepreneurs below 30 years of age in areas of technopreneurship, social and lifestyle entrepreneurship. The convention gathered over 500 paid youth participants.



The Malaysian Dotcom Youth Search – A National Web Search Awards recognizing the very best commercially viable website projects by Malaysian youths. The inaugural Search attracted 457 applicants which included some of Malaysia's top website owners.

THE PEOPLE BEHIND YOUTHSAYS

JOEL NEOH – PROJECT DIRECTOR



With 4 years of executing winning youth campaigns with the Ministry of Youth & Sports including working with brands like Motorola, Celcom, Petronas, TM, Astro, and Nestle, he is rated as one of the top youth marketers in the country, for both strategy and execution. As the project director of YouthSays, he oversees all projects to engage with the youths and effectively get the message across.

His journey of successful youth projects began as a college student when his summer break startup which recruited youths for college and university marketing, made RM1 Million in revenue its first year of operations. He went on to build the award-winning NGO Youth Malaysia, running nationwide projects such as YOUTH'08, YOUTH'09, The National Youth Entrepreneur Convention, and "Gegar U! Colors of Our Nation" - impacting more than half a million youths.

Within a year, the organization bagged AYA Dream Malaysia Youth Friendly Company of the Year.

As a fan Donald Trump's "The Apprentice" series, he joined Malaysia's first corporate reality TV show The Firm, as the youngest contestant at age 23, and won.

KHAILEE NG- TECHNOLOGY & COMMUNITY DIRECTOR



His early career was spent with MindValley, where entrepreneurs and programmers from 16 countries pioneer the use of web2.0 technology to build online communities in the US and UK. His team applied expert knowledge in organizing online communities and spreading viral campaigns which helped produce web communities of more than 500,000 members such as [BlinkList](#), and building and mobilizing email lists of more than 300,000 people to purchase more than USD2 million of online

products in one year.

He is currently the Technology and Community Director of YouthSays, where he combines technology and expertise in online community management to bring youths together, online.

His online journey, however, started at the tender age of 15, where he taught himself how to build and design websites, forums, and web interactions to organize web communities. Khailee then co-founded the wildly popular local indie music promoter Project Bazooka and online socio- political magazine TheCICAK.com as a college student. His projects have won him various awards, including the [KLue Blue Chilli Award](#) and the [Asian HSBC Young Entrepreneur Award](#) 2006. He completed his degree in business at the top 2% of his class and Valedictorian from the University of Technology Sydney. He also did advanced studies in Entrepreneurship at San Francisco State and UC Berkeley.

PROF. DR. SAMSUDIN A. RAHIM - ADVISOR



Many know Prof Sam for his role in leading the nationwide “Lepak” studies back in 1995, or for spearheading the creation of “The Youth Map” and “The Malaysian Youth Index” in 2006 to aid the government in planning for youth development, or as the founding CEO of the Malaysian Institute for Research in Youth Development (IPPBM), or simply, Malaysia’s foremost expert in youth research.

This comes as no surprise, as Prof Sam has spent more than 20 years working with youths and understanding youths through research. He has written / co-written more than 4 books, over 40 academic papers, delivering numerous talks in youth related workshops and has presented his findings all over the world, including the recent International Conference for Youth Research. He recently went back to his passion – teaching and grooming youths in UKM, while taking on selected youth research projects.

He is currently the Chief Research Advisor of YouthSays.