



TAYLOR'S COMMUNITY
Inspiring and Impacting The Community



Taylor's Education Group

INTERNATIONAL WOMEN'S DAY CELEBRATION 2023



11th March 2023

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PROGRAM OVERVIEW

A day of appreciation and insight with the women of the B40 community. This program aims to celebrate the women of change for their passion to improve their livelihood. The event was attended by B40 participants from Klang Valley. The day started with a fun activity of BollyX Workout where the participants spend 45 minutes exercising to upbeat Bollywood songs. Next, they gathered in a lecture theatre for a Forum on Emotional Management in Digital Era where 2 experienced panels shared their stories and advice on communicating on social media. The day ended with a short talk on Digitalizing Your Business/Brand.

OBJECTIVES

- 1.To promote active lifestyle
- 2.To understand ways to manage your emotions on social media platforms
- 3.To create presence on social media to generate income
- 4.To understand the importance of digitalizing your business/brand

TIMELINE



PARTICIPANT REPORT



from B40
community and
Taylor's Education
Group staff

2
Volunteers

1
Fitness coach

2
Forum speakers

SUMMARY OF ACTIVITIES

A total of 26 participants of the International Women's Day Celebration were gathered at Taylor's University UniSquare for the BollyX Workout session. The session was led by an experienced fitness coach, Coach Ben. The participants had a 45-minute workout to Bollywood hit songs. This session was conducted to promote an active lifestyle among the participants.

The participants were then brought to Lecture Theatre 12 for breakfast and a forum session. The forum entitled Emotional Management in Digital Era was moderated by Taylor's Community member featuring 2 esteemed speakers: Yuzila Yusof, a certified trainer, and Nadia Halim, a social media influencer. The forum touched on issues pertaining to the benefits and the dark side of social media. The participants were also encouraged to ask questions to the speakers to gain more insight of the topic.

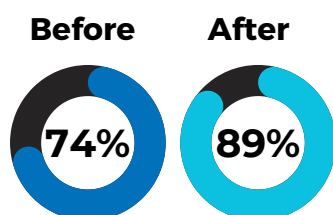
Followed by the forum, the event ended with a short talk on business digitalization by Taylor's Community which shared the importance of business digitalization and a sharing session by our own KUAT Champion, Zuraidah. Zuraidah is one of the Taylor's Community Alumni members and a talented tailor who runs a tailoring business.



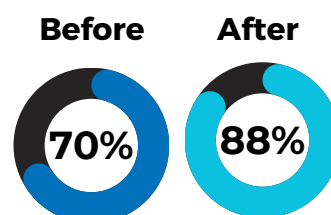
IMPACT ANALYSIS

Pre and post questionnaires were given to the participants to measure the impact of the program.

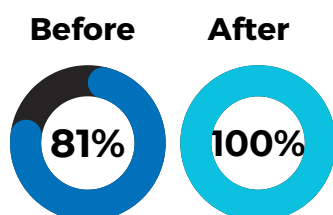
Participants enjoyed BollyX Workout session



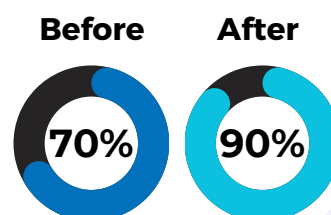
Participants are now more aware of the effects of negative comments on social media



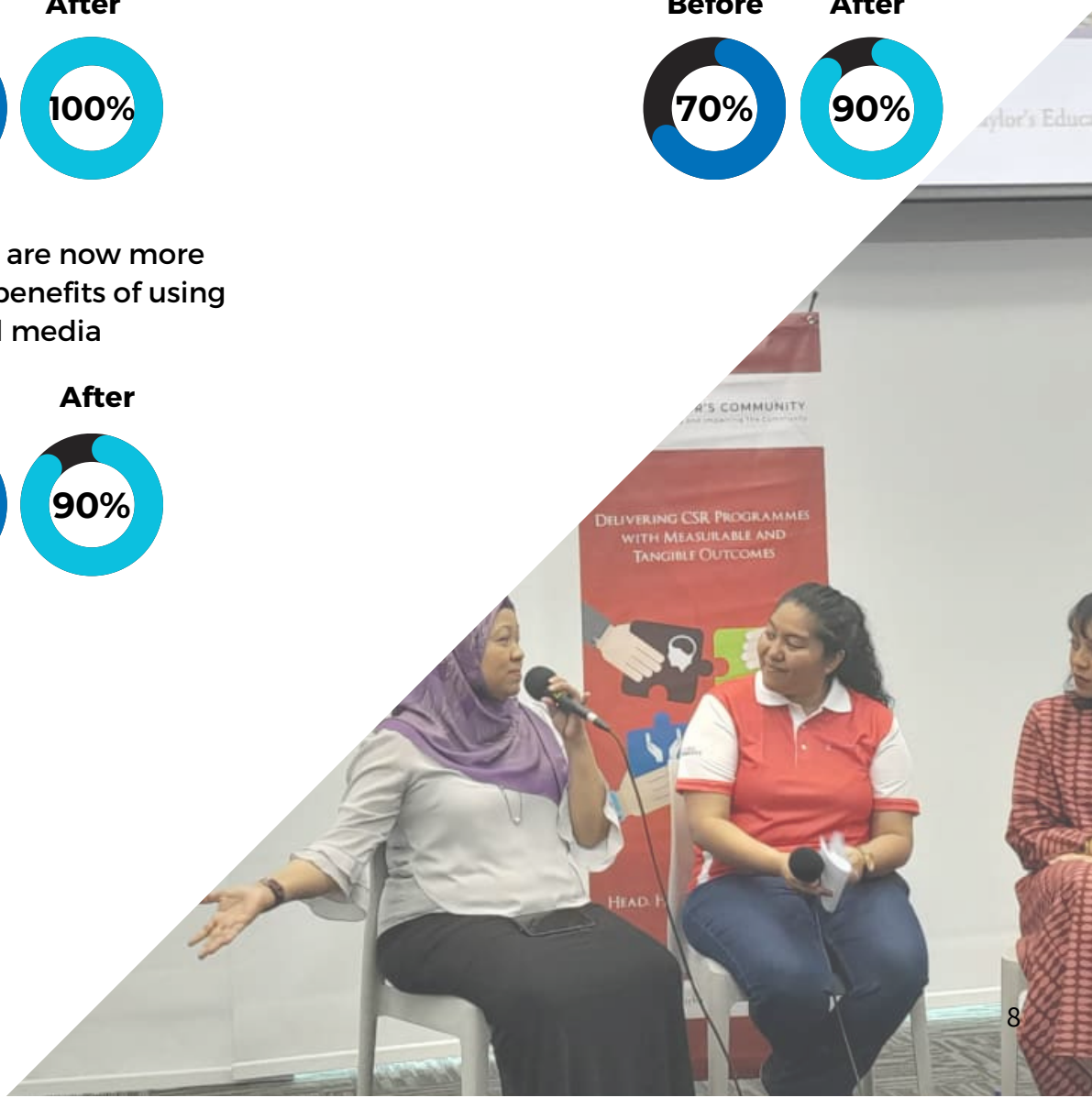
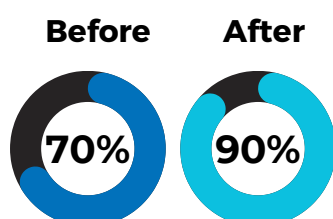
Participants are now aware that they may use social media to find information



Participants are now more aware of the disadvantages of using social media



Participants are now more aware of the benefits of using social media



PICTURES FROM THE EVENT



PARTICIPANTS' TESTIMONIALS



The event doesn't only talk about being a woman in a traditional sense, but also on women using the social media to create more impact in their life.

Roslina Tambong, Participant



The event was fun! I hope Taylor's Community will do more programs like this to empower more women to achieve success in the digital world.

Dina Ramila, Participant




SPEAKERS' TESTIMONIALS



Nadia Halim
Social media influencer

I am glad to see Taylor's Community took the time and effort to create amazing events for women. By empowering and valuing women in academia, we can create a better future for all



The programs by Taylor's Community have created awareness and increased the knowledge & skills of their beneficiaries. Taylor's Community provided the platform for them to upgrade and elevate their life.



Yuzila Yusof,
Founder of Orphan Care

CHEERS TO BUILDING MORE IMPACTFUL COMMUNITY



<https://csr.taylorsedu.my/taylorscommunity/>



www.instagram/taylors.community/



<https://www.linkedin.com/showcase/taylorscommunity>



<https://www.youtube.com/channel/taylorscommunity>



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