



NORTHERN REGION CONFERENCE 2026

From AI Hype to Business Impact: Turning Use Cases into Value

29 SEPTEMBER 2026

Penang Waterfront Convention Centre (PWCC)

Following the success of last year's inaugural event, we are proud to present the **2nd Edition of the PCC Northern Region Conference**. This year, industry leaders and experts will once again gather to explore how user experience is shaping the future of IT.

In today's digital era, success depends not only on innovation but on turning ideas into measurable outcomes. With the theme **“From AI Hype to Business Impact: Turning Use Cases into Value,”** the conference will showcase practical strategies, case studies, and insights that demonstrate how organisations can unlock real business value from emerging technologies.

Why Attend

- ❖ **Engage in Insightful Discussions:** Panel sessions on the latest IT trends, challenges, and innovations
- ❖ **Learn from Industry Experts:** Hear directly from thought leaders shaping the future of technology
- ❖ **Network with Peers:** Build connections, exchange ideas, and strengthen professional relationships
- ❖ **Explore Real-World Insights:** Gain practical knowledge from case studies and organisational experiences

This conference is a must-attend for IT professionals, business leaders, and industry stakeholders who want to stay informed about the latest developments in technology and digital transformation. Whether you are looking to gain new perspectives or expand your professional network, this event offers valuable insights and meaningful connections.

Partnership Opportunities

Position your brand at the forefront of innovation by partnering with our conference. Our tailored sponsorship packages are designed to maximize your brand visibility and connect you with key industry players.

- Connect with a targeted audience of industry professionals and decision-makers.
- Expand your network with potential clients and strategic partners.
- Enhance your brand visibility through our social media and digital marketing channels.
- Access the post-event attendee list for continued engagement and business opportunities.

Partnership Packages

1. Platinum Partner – RM 20,000

- 1 X Keynote Speaking Slot
- Logo placement on all promotional materials and event signage
- On-stage Partner Recognition
- 2 X Exhibition Table Space
- 8 X Delegate Passes

2. Content Partner – RM 10,000

- 1 X Panel Session Slot
- Logo placement on all promotional materials and event signage
- On-stage Partner Recognition
- 1 X Exhibition Table Space
- 5 X Delegate Passes

3. Exhibition – RM 5,000

- Logo placement on all promotional materials and event signage
- On-stage Partner Recognition
- 1 X Exhibition Table Space
- 3 X Delegate Passes

The PIKOM logo is displayed in a bold, white, sans-serif font against a blue sky background with white clouds. The letters are slightly shadowed, giving them a three-dimensional appearance.

PIKOM

Building a Legacy from
Strength to Strength

The logo for PIKOM's 40th anniversary. It features the number '40' in a large, bold, blue font, with the word 'YEARS' in a smaller, blue, sans-serif font directly beneath it.

40 YEARS

The PIKOM logo is shown in a bold, blue, sans-serif font.

PIKOM

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For further information, please contact our Team TODAY!

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