NTUC
CAREER
FESTIVAL
2026

13 – 14 Feb
SANDS EXPO &
CONVENTION CENTRE
HALLS A & B

Every Worker Matters

ntuc

In Collaboration With
e2i
Employment and Employability Institute

PROGRAMME – 13 February, afternoon

**This is an indicative programme and may be changed without prior notice.

Main Stage

Time	Programme
12:30pm	**AI for Business Impact: Strategy, Technology, and Talent** AI adoption is accelerating, but realising real business value requires the right strategy and the right people. In this session, learn how to identify high-impact AI use cases, choose the right technology, and maximise returns through practical, cost-effective AI deployments. You'll also discover how upskilling your workforce is the critical enabler that turns AI investments into sustainable competitive advantage. **Speaker:** Francis Han, Vice President, Oracle Customer Excellence Centre, Oracle Corporation Singapore
1:30pm	**Panel: Talent Unleashed: How Career Mentorship Fuels Organisational and Professional Growth** Two Main Takeaways: • Using Mentorship to Enable Career Adaptation in an AI-Driven Workplace: How structured career mentorship helps employees interpret AI disruption, make informed upskilling decisions, and adapt their career paths with greater confidence and resilience. • Building Mentorship Networks to Strengthen Workforce Capability and Readiness • How organisational mentorship networks foster knowledge sharing, continuous learning, and cross-industry connections that support workforce agility in an AI-augmented economy. **Moderator:**

	Samanatha Ng, Career Coach & Counsellor, Career Development Association of Singapore (CDAS) **Panellist:** • Patrick Tay Teck Guan, Assistant Secretary-General, NTUC • Associate Professor Gan Wee Hoe, Chief Executive Officer, Eastern General Hospital • Amos Tan, Assistant CE and Chief Core Skills Officer, NTUC LearningHub
2:45pm	**Applying Entrepreneurial Marketing to Land Your Next Job in the AI Era** In a job market characterised by a RUDE (Rapid, Unpredictable, Dynamic, and Engaging) environment, traditional application methods may no longer be enough. To succeed in the AI era, individuals must move beyond the "applicant" mindset and become Value Creators. Join Den as he demonstrates how entrepreneurial marketing principles can be used to strategically position yourself. Learn how to identify your unique value proposition, navigate market disruptions, and market yourself effectively. This session provides a practical framework for turning your values and professional expertise into an indispensable market asset. **Speaker:** Hooi Den Huan, Founding Member, World Marketing Council & Co-Founder, Asia Marketing Federation Foundation
3:30pm	**Panel: Beyond the Degree: Designing Your First Career Chapter in a Skills-First Economy** **Moderator:** Kelvin Kuok, Founder of Personify **Panellist:** • Dr Wan Rizal, Director of Stakeholder Management, NTUC's e2i • Hooi Den Huan, Founding Member, World Marketing Council & Co-Founder, Asia Marketing Federation Foundation • Kaharuddin Mahmud, Human Capital Advisor, SWAPAC • Marcus Ho, Managing Director, Brew Interactive
4:15pm	**AI Powered Workforce: Building Better Jobs for Singapore's Future** This session will educate on the unprecedented opportunity for AI to create better more fulfilling jobs. It will explore how organisations can harness AI as a general-purpose technology to drive productivity improvements and sustainable wage growth across Singapore's workforce. Drawing on a simple AI framework—Freedom to Invent, Maximising Value, and AI You Can Trust—we'll examine how forward-thinking employers are transforming work rather than replacing workers. You'll discover practical strategies for workforce transformation, including

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	upskilling initiatives, change management approaches, and AI adoption frameworks that empower employees that put human capital at the forefront. **Speaker:** Joel Garcia, Tech Lead Strategic Initiatives, ASEAN Amazon Web Services

Amphitheatre

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12:30pm	**Transforming Jobs & Businesses NTUC's AI Playbook** The NTUC AI-Ready SG Playbook aims to guide SMEs in their AI transformation journey by offering a step-by-step blueprint for adopting AI solutions, demonstrating how AI enhances business value chains, and showcasing success stories from Company Training Committees (CTCs) and tech partners. It includes practical use cases in AI implementation, training, and job redesign, supported by industry testimonials and examples of AI-driven transformations. The playbook structure covers AI transformation strategies, sector-specific training, talent redesign, and applications across value chains, providing actionable insights for businesses to embrace AI effectively. **Speaker:** Reyes Leo, Assistant Director, NTUC
1:00pm	**The AI Tsunami: Why Standing Still is No Longer an Option for Hospitality Businesses** For most companies, the "old way" of doing business – answering emails "when we have time" and only in one language – is a sinking ship. Customers expect speed, personalisation, and global reach. Standing still means falling behind. The speaker will be sharing on: • Why the "5-Minute Rule" is the new law of survival • How to deliver 5-star service in multi-languages by upskilling your existing workforce • The 3 signs your business is currently "at risk." • Insights on AI applications through relevant case studies Don't get swept away. Learn how to surf the AI wave. **Speaker:** Lam Lye Chan, Founder, Training Strategies Pte Ltd
2:00pm	**Human Capability in the Age of AI: Why Emotional Intelligence Matters**

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	As AI reshapes the future of work, human capability becomes a critical differentiator. Drawing on behavioural science and real-world workplace contexts, this session explores how Emotional Intelligence supports sound judgment, adaptability, collaboration, mental well-being and sustainable performance as roles, workflows, and decision-making evolve. Participants will gain insight into the human capabilities that AI cannot replace, and how strengthening these enables individuals and organisations to remain resilient, effective, and thrive in an AI-enabled economy. **Speaker:** Mona M. Amid, Founder, Emotional Intelligence Mastery
2:45pm	**AI at Work: Trends, Adoption Lessons, and Workforce Shifts** This masterclass helps employers understand how AI transforms workforce productivity, showcasing trends, strategies, case studies, and NTUC's AI-Ready SG support. **Speaker:** Dr. Sunil Sivadas, Practice Lead, Next Gen Tech, NCS Pte Ltd
4:00pm	**Ask Me Anything with e2i Career Coaches**

Skills Lab

Time	Programme
12:30pm	**Mid-Day Masterclass – What Happens to Your Resume After You Click "Apply"** Most jobseekers never see what happens after they submit a resume. This session opens that black box. Through a live demonstration, participants will see how resumes are read, how skills and experience are interpreted, and how signals are created to support hiring decisions. The goal isn't to "beat" the system, it's to understand it. For jobseekers, this means learning how clarity, structure, and skills representation affect employability. For employers, it's a chance to see how evaluation design choices shape outcomes. The session is practical, honest, and designed to make AI in hiring feel less mysterious, and more accountable. **Speaker:** Dr. Vaisagh Viswanathan, CEO and Co-Founder, impress.ai
1:15pm	**CTRL+ Optimise: Building Your Authentically AI Profile** This is a 90-minute, hands-on workshop where you will learn how to use AI to strengthen your resume and LinkedIn profile. You will practise using commonly available LLMs such as ChatGPT and

	Gemini with easy-to-use prompts. Turn your experience into optimised profiles that have a higher chance of getting pass the ATS systems, AI recruiters, and human recruiters. You will also learn how to refine AI outputs, so they still sound natural and authentic. By the end, you leave with real improvements and the confidence to continue using AI to optimise your digital profiles on your own. **Speaker:** Cindi Wirawan, Founder, Vibe Tribe
2:45pm	**CTRL+ Marketing Intelligence: AI-Powered Ideation & Content Strategy** This hands-on workshop introduces jobseekers to using AI as a strategic creative partner for marketing and professional communication. Rather than treating AI as a copywriting shortcut, participants will learn how to use it to develop clear value propositions, compelling campaign hooks, and aligned brand voice across career-critical touchpoints. Designed as a taster session, the workshop focuses on one high-impact, repeatable workflow that participants can immediately apply to job search and personal branding contexts—such as LinkedIn content (Awareness), personal brand statements (Interest & Consideration), and entry-level campaign or communications copy. The session emphasises digital marketability, strategic ideation, and real-world application, helping participants stand out in a competitive, AI-enabled creative and knowledge economy. **Speaker:** Geraldine Pang, Founder & Managing Director, Creative For More
4:15pm	**CTRL+ Workflow: Automating Workplace Comms with AI Agents** This hands-on workshop focuses on how professionals can use AI agents to dramatically improve the speed and quality of written communication. Participants will learn how generative AI can be applied to everyday workplace tasks such as drafting and polishing emails, summarising long documents, and producing clear, well-structured responses in minutes instead of hours. Through practical case studies, attendees will be introduced to using Manus together with MCP to orchestrate AI agents that understand context, apply consistent tone, and automate repetitive communication workflows. No programming background is required—this session is designed to be immediately applicable for PMETs across functions. **Speaker:** Kong Yu Ning, Co-Founder, Heicoders Academy