



#JLPVisits: ESQ Business School

"Technology Highly Affects Business"

Friday, 9th October 2015.

1. Overview

#JLPVisits is a brand new type of event of Jakarta Learns Programming (JLP) that conducts inspiring storytelling or live talk show at universities. Which invite experts from different background who all are the player in tech industries. Engineers, startups, venture capitals, media, small medium enterprises, and others.

The target audience is all the students whether or not they are from computer science majors. On ESQ Business School there are two majors which are Business Management and Business Information System.

We want to inspire business students about programming is for everyone. Because everyone has ability to code and program, which train people to think more structured and orderly. Also, we deliver the strong message to business students that technology is highly affecting current business.

For more details about JLP, visit <http://JLP.community>.

2. Organizer

a. Sigit Prayoga

Initiator and Organizer of Jakarta Learns Programming (JLP) community. He is the main host of this event to question all the invited guests about their role in tech industries.

b. M. Haidar Hanif

Co-Organizer of JLP. He will be the co-host to assist the main host with all the special guests. He will be the tutor to demo basic programming to all audiences.

3. Special Guests

- a. **Tommy Herdiansyah**, Co-Founder of Code Margonda.
- b. **Wicak Hidayat**, Editor for KompasTekno and Vice Managing Editor for Nextren.
- c. **Asyraf Duyshart**, Co-Founder / Design Lead at Persona.
- d. **William Eka**, Associate Director at Skystar Capital.

4. Topics

- Current state of technology industry in Indonesia.
- Business with or without technology.
- Building startup.
- Difference between startup and ordinary company.
- Bootstrapping VS Investment.
- Best life and business advices for students.

5. Goal

Inspire the audience to learn how to code and involve technology to be part of any business they will develop in the future. And it all begins with computer programming.

6. Target Audience

It's closed for public. Only ESQ Business School students are able to attend the event. Students with major Business Management and Business Information System are the main target, so they learn the business with technology.

7. Activity

Language is in Bahasa. We're gonna have a talk show with all 4 guests at a time. We will discuss how major is the effect of technology within current business. The programming demo will be conducted with a visual, drag-and-drop programming language called Snap! that is easy to grasp on.

09:00 - 09:05 = Opening

09:05 - 10:00 = Talkshow with 4 guests

10:00 - 10:30 = QA Session

10:30 - 10:50 = Introduction to programming with Snap!

10:50 - 11:00 = Closing and Photo Session

8. Schedule

- Day: Friday
- Date: 9th October 2015
- Time: 09:00 - 11:00
- Duration: 2 Hours
- Venue: Auditorium ESQ Business School, Menara 165, 18th Floor. Jl. Term. Simatupang, Ps. Minggu, Kota Jakarta Selatan, DKI Jakarta 12560
- Capacity: 120 Seats

9. More Details

- Language: Bahasa
- Topic: Technology Highly Affects Business
- Laptop Required: NO
- Website: <http://jlp.community>
- Twitter: @jlpcommunity