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NEXT EDUCATION EXCHANGE ALLIANCE
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NeXa AI Higher Education Conference 2026

Transforming Learning, Teaching & Talent Development in the Age of AI

DATE

1–2 December 2026

VENUE

Renaissance Kuala Lumpur
Hotel & Convention Centre · Kuala Lumpur, Malaysia

From AI adoption to university-wide transformation.

Artificial intelligence is no longer simply changing how universities teach, research and operate. It is reshaping how institutions attract students, build reputation, compete internationally, develop talent and create sustainable value.

The conference brings together senior university leaders and global experts to explore what institutional transformation really looks like — from AI strategy and student recruitment to internationalisation, university branding, cybersecurity and leadership.

A two-day executive conversation for the leaders shaping the next generation of higher education.

Scan to register

Early bird ends 6 Nov 2026

REGISTER NOW

Early-bird registration closes 6 November 2026

Day 1 Conference · Day 2 Executive Masterclass · 2-Day Pass — fees on page 7

Scan to register

Register 3 or more delegates from the same institution and save up to 20%. Programme fees are payable directly to NeXa Asia and are **not claimable under HRD Corp**.

Organised by NeXa Learning & Events Sdn Bhd

THE TRANSFORMATION OF THE UNIVERSITY

The university is entering a new era

WHY THIS MATTERS

01 AI is changing student expectations

Universities must rethink how they attract, engage and retain the next generation.

02 AI is changing international competition

Institutional reputation, global visibility and digital experience are becoming increasingly interconnected.

03 AI is changing university operations

Transformation requires more than technology. It requires leadership, people development and organisational alignment.

04 AI is changing university branding

Institutions must articulate a compelling identity in a world where information is increasingly generated, personalised and automated.

05 AI is changing what universities need

Leadership, judgement, communication, creativity and adaptability remain critical as AI becomes embedded across the institution.

WHO WILL BE IN THE ROOM

- Vice-Chancellors & university executives
- Deans & faculty leaders
- Student recruitment & admissions leaders
- Internationalisation & global engagement leaders
- Marketing, communications & branding leaders
- Digital / AI transformation leaders
- Student experience leaders
- Strategy & institutional development leaders

Also ideal for university leaders responsible for institutional positioning, student attraction, enrolment growth, reputation and competitive differentiation.

> **The question is no longer whether universities will use AI — but how they will reimagine the institution around it.**

Early-bird registration closes 6 November 2026 2-Day Pass from RM4,500

Key learning outcomes

By attending the conference, participants will gain insights into how to:

01

Translate AI ambition into institutional strategy

Understand the leadership, governance, people and technology considerations required to move from AI experimentation to university-wide transformation.

02

Redefine graduate capability for an AI-enabled world

Identify the human capabilities, skills and attributes universities need to develop alongside AI literacy.

03

Identify new opportunities for institutional growth

Explore how AI expertise, research, executive education, industry partnerships and applied innovation can contribute to new models of university revenue.

04

Strengthen student attraction and international competitiveness

Understand how AI is changing the way prospective students discover, compare and evaluate universities.

05

Build a more distinctive university value proposition

Examine how institutions can differentiate beyond increasingly common claims such as ‘innovative’, ‘industry-ready’ and ‘future-focused’.

06

Navigate emerging AI risks and cybersecurity challenges

Understand the evolving threat landscape and the implications of AI adoption for institutional data, privacy, digital trust and resilience.

07

Benchmark international perspectives against the Malaysian context

Gain insights from global higher education and industry perspectives that can inform institutional priorities and strategic decisions.

08

Identify strategic priorities for the next phase of AI adoption

Leave with a clearer view of the institutional questions, opportunities and actions that university leaders should consider as AI becomes embedded across the university.

Day 1 – Conference agenda

Tuesday, 1 December 2026

08:30–09:00 Event registration

09:00–09:15

Opening remarks

09:15–10:00

Keynote: From AI Innovation to the AI University

What it takes to transform a university for an AI-pervasive world

Drawing on Nanyang Technological University (NTU) Singapore's experience at the intersection of education, research, innovation and digital transformation, this keynote explores how to move beyond isolated initiatives towards an institution designed for an AI-pervasive world: from AI experiments to institutional transformation, rethinking teaching and learning, the future of research, and building an AI university community through talent and responsible innovation.

10:00–10:30

From AI Breakthroughs to Global Transformation

What happens when frontier AI moves from research to real-world impact

AI is moving rapidly from research laboratories into science, industry and society. Drawing on the work of Google DeepMind, from AlphaGo onwards, this session explores what it takes to translate frontier breakthroughs into technologies that change how we discover, create and solve complex problems, with implications for education, finance and communication.

10:30–10:55 Morning tea

10:55–11:15

TED-style talk: If AI can teach anywhere, why do we still need a campus?

Reimagining university learning spaces for the AI era

An exploration of how AI is reshaping the physical university. Drawing on landmark international learning environments, this talk examines how campuses can evolve alongside AI to become vibrant ecosystems for collaboration, innovation, human connection and experiential learning. An international perspective from university architecture and learning-environment design.

11:15–11:30 Q&A

11:35–12:20

Panel: The Human Edge in the AI University

Redefining graduate capability in the age of intelligent machines

As AI reshapes learning and work, what should universities develop beyond AI literacy? This international exchange brings together industry and AI experts to explore how institutions can prepare graduates for an AI-enabled future, bringing global perspectives to Malaysian higher education.

Day 1 – Conference agenda

Tuesday, 1 December 2026 (continued)

12:20–12:35 Audience Q&A

12:35–14:00 Lunch

14:00–14:45

Fireside chat: Beyond AI Adoption – Can AI Become a New Revenue Engine for Universities?

From AI centres to new models of institutional income

Can universities move beyond adoption to create new sources of income? This fireside chat explores how institutions can leverage AI expertise, research, and client and industry partnerships to build new relevance, through formal certification, industry solutions, applied research and international programmes.

14:50–15:35

Panel: The Global Student in the Age of AI

Rethinking internationalisation, student choice and university competitiveness

As AI transforms how students discover, compare and choose universities, global competition is intensifying. This international exchange explores what now shapes student choice, from reputation and employability to campus experience and global exposure, and how universities can use AI to engage prospective students more intelligently while preserving the human experiences that influence their decision.

15:35–15:50 Audience Q&A

15:50–16:10 Afternoon tea

16:10–16:45

Securing the AI-Powered University: Cybersecurity, AI Risk & Digital Trust

As universities accelerate AI adoption across teaching, research, administration and student services, the institutional attack surface is expanding: from sensitive student and research data to third-party AI tools, deepfakes, phishing and AI-enabled social engineering. Drawing on real-world cybersecurity experience, this case study examines practical steps to protect people, data, systems and intellectual property.

- Protecting student, research and institutional data as AI becomes embedded across the university
- Understanding the evolving threat landscape, including AI-enabled attacks, deepfakes and social engineering
- Managing the security and privacy risks of generative AI and third-party AI tools
- Building an AI-aware cybersecurity culture across faculty, staff and students
- Strengthening resilience without slowing down responsible AI innovation

16:45–17:00 Day One wrap-up

17:00–18:00 Networking: canapés & drinks

EXECUTIVE MASTERCLASS WORKSHOP

DAY 2 · 2 DECEMBER 2026

University Branding in the Age of AI

Building a distinctive brand, stronger positioning & greater student attraction

INTRODUCTION

This executive masterclass moves from the strategic discussions of Day 1 into practical application, helping university leaders examine how AI is changing brand positioning, student decision-making, digital discovery and competitive differentiation.

Participants will explore how universities can strengthen their institutional value proposition, communicate what makes them distinctive, and create more compelling experiences for prospective students in an increasingly AI-mediated higher education landscape.

LEARNING OUTCOMES

By the end, participants will have worked on:

- **University differentiation** — identifying what genuinely sets their institution apart
- **Student decision factors** — examining what increasingly influences university choice
- **AI-enabled discovery** — mapping how prospective students discover and evaluate institutions
- **Value proposition** — translating institutional strengths into compelling student-facing propositions
- **Brand positioning** — strengthening consistency across recruitment, internationalisation and digital channels
- **Action priorities** — identifying practical initiatives their university can take forward

PROGRAMME AGENDA

09:00–09:30	**Welcome & executive framing** *What does a university brand mean in the age of AI?*
09:30–10:45	**Module 1: Rethinking university positioning** *From "What We Offer" to "Why Students Choose Us"*
10:45–11:00	Morning tea
11:00–12:15	**Module 2: The evolving student journey** *How AI is changing how prospective students discover, compare and evaluate universities*
12:15–13:00	Lunch
13:00–14:15	**Module 3: Building a distinctive university value proposition** *Turning institutional strengths into student-relevant differentiation*
14:15–14:30	Afternoon break
14:30–15:45	**Module 4: From brand positioning to student choice** *Translating your university brand across recruitment, digital experience and engagement*
15:45–16:30	**Executive Action Lab** *Defining your university's AI-era brand and student attraction priorities*

Day 2 Executive Masterclass RM2,800 early bird · RM3,200 standard · included in the 2-Day Pass

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Registration

PROGRAMME FEES

Package	Early bird	Standard
Day 1 Conference	RM2,200	RM2,500
Day 2 Executive Masterclass	RM2,800	RM3,200
2-Day Pass	**RM4,500**	**RM5,000**

Early-bird registration closes 6 November 2026. The 2-Day Pass saves RM500 (early bird) or RM700 (standard) against booking each day separately. **Institutional group privilege:** register 3 or more delegates from the same institution and save up to 20%. Contact NeXa Asia for group rates.

Scan to register
Fastest way to book

DELEGATE INFORMATION

More than three delegates? Attach a list or register via the QR code.

#	Full name	Job title	Institution	Email	Mobile
1					
2					
3					

PAYMENT / BILLING INFORMATION

Organisation name

Billing contact

Billing email

Purchase order no. (if applicable)

PAY BY BANK TRANSFER

Account name	NEXA ASIA LEARNING & EVENTS
Bank	Maybank Berhad
Account no.	**564892824849**
Reference	Delegate name / Institution

CONTACT

Gogi
+6012-248 5192
gogi@nexaasia.net

TERMS & CONDITIONS

1. Registration and payment. Registration is confirmed upon receipt of completed registration details and full payment before the programme begins. All programme fees are payable directly to NeXa Asia and are **not claimable under HRD Corp**.

2. Delegate substitution. Substitutions are permitted at no additional charge, subject to prior written notification by email stating the original delegate's name and the replacement delegate's full name, designation and contact details. Substitutions may be made up to the start of the programme.

3. Cancellation. Registration fees are non-refundable. For cancellations, a credit voucher equal to the amount paid will be issued for use towards a future NeXa Asia programme, valid for two years from the date of issue and subject to the organiser's applicable terms and conditions.

4. Changes. Programme, session timings and venue arrangements are subject to change where necessary.

5. Fees. All fees are stated in Malaysian Ringgit and are subject to applicable taxes, where relevant.

Organised by NeXa Learning & Events Sdn Bhd (202603201949 / JR0193876-H)
Unit D52-2A, Block E, Sunwaymas Commercial Center, Jalan PJU 1/3B, 47300 Petaling Jaya