

# Mastering Corporate Secretarial Practice for a New Era: A Practical Guide

**21 March 2025, Friday**

9.00am - 1.00pm

Speaker: PROF DR ZUBAIDAH ZAINAL  
ABIDIN FCIS (CS) (CGP)

Virtual

Course code CS210325W1

**Closing date: 19 March 2025**

**4 CPD  
HOURS**

## Introduction

In today's dynamic regulatory landscape, the Companies Act 2016 has redefined the role of Company Secretaries, presenting new challenges and opportunities. This comprehensive course provides a strong foundation in the essentials of company secretarial practice, equipping you to navigate these changes and add strategic value to your organisation. Whether you are new to the role or looking to solidify your expertise, this hands-on programme covers the entire lifecycle of corporate governance—from incorporation to restructuring and beyond.

Join us to develop essential skills for guiding compliance, managing stakeholder communications, and enhancing governance in a practical, results-driven setting.

## Course objectives

- **Core Competencies:** Build a foundational understanding of company secretarial roles, responsibilities, and the latest requirements under the Companies Act 2016.
- **Practical Application:** Gain hands-on experience in company formation, compliance with statutory requirements, and managing corporate records and filings.
- **Strategic Insights:** Learn how Company Secretaries contribute to effective board management, corporate governance, and shareholder relations.
- **Legal and Compliance Expertise:** Dive into essential areas such as director duties, annual reporting, share capital management, and corporate insolvency.

## About the trainer:

**Prof Dr Zubaidah Zainal Abidin FCIS (CS) (CGP)**  
**Expert in Corporate Governance, Board Leadership, and Sustainability Reporting**

Dr. Zubaidah Zainal Abidin is an esteemed academic and corporate governance expert with over 40 years of experience bridging academia and industry. Currently an Academic Fellow at Universiti Sains Islam Malaysia (USIM), she has previously held prestigious roles, including Professor at Universiti Teknologi MARA (UiTM), Deputy Vice Chancellor at Kolej Universiti Poly-Tech MARA (KUPTM), and Professor at Putra Business School. Before her academic tenure, Dr. Zubaidah spent 13 years as a company secretary in private and public-listed companies, equipping her with invaluable insights into corporate operations and governance. A prolific author, she has penned five influential books on company secretarial practice, widely adopted in Malaysian universities, and authored the 2022 CGI Study Text on Company Secretarial Practice (Malaysian Version), now a critical resource for the CGI Qualifying Programme.

Dr. Zubaidah's expertise lies in corporate governance, board dynamics, ESG, and sustainability reporting. Her groundbreaking research in these areas has been presented at over 20 national and international conferences and published in refereed journals.

Her speaking engagements with professional and regulatory bodies, including the Companies Commission of Malaysia (CCM), The Malaysian Governance Institute (MAICSA), and the Malaysian Association of Company Secretaries (MACS), have positioned her as a sought-after thought leader.

Key Speaking Topics

- Corporate Governance and Boardroom Dynamics: Strategies for effective leadership and governance.
- Diversity and Inclusion: The role of diverse boards in driving organizational success.
- Sustainability Reporting and ESG: Practical approaches to embedding sustainability in corporate practices.
- Corporate Social Responsibility: Insights into aligning CSR with strategic business objectives.

Dr. Zubaidah captivates audiences with her deep knowledge, practical insights, and engaging delivery. She is passionate about fostering ethical and sustainable corporate practices and is available for speaking engagements, panel discussions, and workshops.

## Who should attend

Ideal for new company secretaries, directors, corporate advisors, governance professionals, lawyers, auditors, accountants, risk managers, and compliance officers aiming to enhance their knowledge and skills in corporate secretarial practice

## Course outline

### 1. The Modern Company Secretary's Role

- Understanding core duties, responsibilities, and legal qualifications.
- Advisor to the board: fostering effective relationships with directors and shareholders.
- Techniques for managing information flow and ensuring effective communication.

### 2. Company Formation Essentials

- Exploring company types and incorporation processes.
- Defining the impact of incorporation and managing a company's legal identity.
- Drafting and understanding a company's Constitution and official records.

### 3. Post-Incorporation Management

- Appointing directors and secretaries effectively.
- Structuring the first board meeting for maximum impact.
- Understanding the importance of a well-organised registered office.

### 4. Director Duties and Governance Dynamics

- Navigating director rights and responsibilities to shareholders.
- Essential disclosures and transparency requirements.
- Building resilient boards through diversity, skills evaluation, and succession planning.

### 5. Financial and Reporting Standards

- Annual report cycle: ensuring timely financial statements, AGMs, and returns.
- Audit exemption criteria and managing auditor relations.
- Decoupling financial statements from Annual Returns for compliance efficiency.

### 6. Optimising Meeting Management

- Conducting efficient member meetings, resolutions, and AGMs.
- Role of the Company Secretary in setting up seamless, compliant meetings.
- Best practices for proxies and written resolutions.

### 7. Strategic Share Capital Management

- Managing share allotments, transfers, and transmission.
- Applying the solvency test and handling dividends.
- Legal frameworks for altering share structures to align with company goals.

### 8. Corporate Insolvency and Reorganisation

- Distinguishing between voluntary winding up and court-ordered liquidation.
- Procedures for striking off, dissolution, and company restoration.
- Preparing for and managing distressed situations effectively

## Webinar Fee

Category	Early Bird Fee per person (RM)  (applicable for participant who register and pay before 7/3/2025)	Normal Fee per person (RM)	Group Fee per person (RM)*  (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	290	340	310
Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400

Fee includes course materials in digital form and e-certificate.

Registration with HRDCorp grant, **the NORMAL FEE will apply. Discounted fee is NOT applicable.**

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### ENQUIRIES:

Email: [training@maicsa.org.my](mailto:training@maicsa.org.my)

Tel: **03-2282 9276 (ext 804)**

Attention: Ms Nor Shafika

- Fee is payable to **MAICSA**

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#### Online transfer

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Swift Code: RHBBMYKL

**Note:** Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to [training@maicsa.org.my](mailto:training@maicsa.org.my) or fax to 603-2283 4492, for our verification and record.

**Individual Registration:** Full payment shall be made AFTER you have done the online registration.

**Company Registration:** Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

**Upon successfully registration, you are deemed to have read and accepted the terms and conditions.**

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  - Submit the feedback form within 3 days after the completion of the webinar
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