

UNEARTHING STUDENT TALENTS:

INFORMS DIGITAL INNOVATION COLLOQUIUM 2024



Dr. Rafiz evaluating the electronic magazine created by one of the competing groups

“
The INFORMS Digital Innovation Colloquium was a dynamic event focused on enhancing leadership skills, fostering teamwork, and sparking creativity
 ”

By Adlin Sofea binti Abdul Azziss

In an era defined by rapid technological advancements, digital innovation stands as a transformative force reshaping industries, economies, and societies. Therefore, INFORMS Society has developed a program that is compatible with today's rapidly evolving technologies. Informs Digital Innovation Colloquium was held on Friday, 21st June 2024, at the Academic Block (Blok B), UiTM Samarahan Campus. The event was a dynamic gathering aimed at enhancing leadership skills, fostering teamwork, and sparking creativity among Semester 4 and Semester 5 students from the School of Information Science.

The success of the colloquium is a testament to the meticulous planning and dedication of the INFORMS Society, guided by the expertise of advisors Dr. Hajah Imilia binti Ibrahim and Ms. Suhaida binti Halamy. Preparation started early in the semester, with each committee member assigned specific roles such as designing posters, managing protocols, and handling photography. The committee's commitment went beyond just participating in the colloquium; they also held a pre-event meeting the night before to ensure that everything would run smoothly.

On the day of the IDIC, preparations began at 11:45 a.m. INFORMS members collaborated efficiently, setting up tables and chairs according to a meticulously planned layout. Once the venue was ready, participants arrived to register their attendance while some INFORMS members prepared food and drinks for them. By 1:45 p.m., the venue was abuzz with energy as participants busily set up their booths and prepared for their presentations. The atmosphere was charged with anticipation as students eagerly ready to showcase their innovative ideas on e-magazines and multimedia/web design to the panel of judges. The sense of nervous excitement was palpable.

The highly anticipated IDIC presentations commenced promptly at 2:15 p.m., showcasing the participants' skills and hard work. The colloquium was divided into three categories: Category A, Category B, and Category C. Category A included six groups with ten participants each, focused on creating e-magazines, while Category B also centered on e-magazines but with smaller teams of four participants. Both Category A and Category B were specifically for Semester 4 students. In contrast, Category C highlighted engaging multimedia and web design projects from Semester 5 students.

Our sincere gratitude goes out to our respected KPP, Dr Susan Hydra Sikayu, for taking time out of her hectic schedule to attend the colloquium. As the clock ticked toward 3:45 p.m., the program seamlessly moved into the closing ceremony. The ceremony began with a speech from Muhammad Amierul Haqem, president of the INFORMS Society. He shared his reflections as a president; *“As the semester draws to a close, I can't help but feel pleased of everything we've accomplished. Alhamdulillah, the program went off without a hitch, thanks to the great efforts of our advisers and INFORMS Society members.”*

After the president concluded his words, Dr Susan delivered a heartfelt speech, reflecting on the remarkable achievements of the day. She praised everyone's enthusiasm and effort and also shared her delight at how wonderful the event was.

The excitement reached its peak during the prize-giving session, where top performers in each category were honored. In Category A, the first-place winner received RM 200, the second-place winner RM 150, and the third-place winner RM 100. For Category B, the first-place winner was awarded RM 80, second-place RM 60, and third-place RM 40. In Category C, the prizes were RM 60 for first place, RM 45 for second place, and RM 30 for third place.

Before the event officially wrapped up, participants, lecturers, and INFORMS Society members gathered for a group photo. In a heartwarming twist, after the program ended, several participants volunteered to help INFORMS to clean up the venue. It reflected the day's spirit, which was about community and teamwork rather than just winning. All in all, the program was a hit, leaving everyone with smiles and a sense of accomplishment.



Madam Norlida evaluating the electronic magazine created by one of the competing groups