

## TAKWIM 2025

DATES	EVENT	NOTES	
<b>JANUARY</b>			
1 JAN	HAPPY NEW YEAR	ACADEMY CLOSE ONLINE AS USUAL	<b>M</b> <ul style="list-style-type: none"> <li>Launch Transisi Akademik highlighting upcoming programs (Grand Ihtifal, Wakaf Launch).</li> <li>Social media campaigns to create awareness about <b>Wakaf initiatives</b>.</li> <li>Create urgency for parents need to send tuition early of the year.</li> <li>promoted transisi program in January (Nov and Dec marketing)</li> </ul>
4 JAN	GRAND IHTIFAL NKA + TRANSISI AKADEMIK W1		
7-11 JAN	TRANSISI AKADEMIK W2	ONLINE + PHYSICAL	
14-18 JAN	TRANSISI AKADEMIK W3 + ISRAK MIKRAJ CELEBRATION	ONLINE + PHYSICAL	
21-25 JAN	TRANSISI AKADEMIK W4	ONLINE + PHYSICAL	
28 JAN - 1 FEB	TRANSISI AKADEMIK W5	ONLINE + PHYSICAL	
29 & 30 JAN	CHINESE NEW YEAR	ACADEMY CLOSE ONLINE AS USUAL	<b>S:</b> <ul style="list-style-type: none"> <li>Focus on <b>early bird registrations</b> for new academic sessions.</li> <li>Upsell <b>referral programs</b> and <b>physical class packages</b> during the academic transition weeks.</li> </ul> <b>O</b> <ul style="list-style-type: none"> <li>Ensure smooth execution of the <b>Grand Ihtifal</b> and Transisi Akademik.</li> <li>Prepare for <b>Wakaf Launch</b>, ensuring all materials are ready.</li> </ul> <b>P:</b>

**All Year Round Student Referral Program:**  
Launch and promote the referral program through social media and WhatsApp.  
Continue throughout the year.

**Exclusive Trial Classes:** Offer discounted trial sessions for reading classes, promoted through social media and community centers : continue throughout the year .

- Finalize **Wakaf materials** (telekung, banners, brochures).
- Ensure physical & digital resources for transisi academic and **online classes** are prepared (modul printing)

**FEBRUARY**

5 FEB	HAJI DORANI EDU-TRIP	RECORDING CLASS
4-8 FEB	PDP W1	ONLINE + PHYSICAL
11-15 FEB	PDP W2	ONLINE + PHYSICAL
18-22 FEB	PDP W3	ONLINE + PHYSICAL
25-1MAC	PDP W4	ONLINE + PHYSICAL

M:

- Highlight the **Haji Dorani Edu-Trip** with behind-the-scenes social media posts and student testimonials.
- Run **gift-giving promotions** for **Naura Kasih** with catchy taglines.

S:

- Promote **PDP physical and online class enrollments** with limited-time offers.
- Push **Wakaf programs** as a CSR initiative for parents and businesses.

O:

**Digital Marketing Campaign:** Focus Facebook and TikTok ads on attracting parents of children aged 7-15 who are interested in **tuition classes** or **leadership programs**.

Continue **Referral Program** and **Digital Marketing** ads.

**Freemium to Attract Leads:** Offer downloadable e-books or worksheets for 4,5,6 class content. Require parents to sign up to access the content.

- Execute **team building** and **Edu-Trip** efficiently.
- Ensure smooth **Wakaf donation flow**.

P:

- Prepare materials for **Edu-Trip** and ensure **Wakaf distribution** readiness.
- Finalize **Naura Kasih packaging** for February gift-giving campaign.

## MARCH

2 MAC

AWAL  
RAMADAN –  
LAUNCHING  
RMIH 9.0

4-8 MAC

PDP W5

ONLINE +  
PHYSICAL

11-15 MAC

PDP W6 + NUZUL  
QURAN  
CELEBRATION  
ONLINE

ONLINE +  
PHYSICAL

18-22 MAC

PDP W7

ONLINE +  
PHYSICAL

25-29 MAC

PDP W8

ONLINE +  
PHYSICAL

M:

- Promote the start of **Ramadan (RMIH 9.0)** with spiritual growth content.
- **Nuzul Quran internal celebration** campaigns to engage the community.

S:

- Offer **Ramadan study packages** for new students.

31 MAR-5 APRIL	CUTI RAYA AIDILFITRI	ACADEMY CLOSE NO ONLINE CLASS	<ul style="list-style-type: none"> <li>Focus on converting leads from <b>Nuzul Quran celebration</b>.</li> </ul> <p><b>O:</b></p> <ul style="list-style-type: none"> <li>Ensure <b>Ramadan activities</b> and <b>RMIH</b> distribution run smoothly.</li> <li>Plan and manage <b>internal Nuzul Quran celebrations</b>.</li> </ul> <p><b>P:</b></p> <ul style="list-style-type: none"> <li>Prepare <b>Ramadan-themed materials</b> (posters, resources for RMIH).</li> <li>Produce <b>online course materials</b> for <b>PDP weeks</b>.</li> </ul>
<b>APRIL</b>			
1-5 APRIL	CUTI RAYA AIDILFITRI	ACADEMY CLOSE + NO ONLINE CLASS	<p><b>M:</b></p> <ul style="list-style-type: none"> <li>Promote the <b>NKA Open House</b> with content showcasing programs.</li> </ul>
8-12 APRIL	NKAVENGERS OPEN HOUSE	ONLINE + PHYSICAL	

15-19 APRIL	PDP W9	ONLINE + PHYSICAL	<ul style="list-style-type: none"> <li>Highlight <b>Assessment 1 preparation</b> through social media.</li> </ul>
22-26 APRIL	ASSESSMENT 1	ONLINE + PHYSICAL	
29-4 MAY	PDP 10		
			<p><b>S:</b></p> <ul style="list-style-type: none"> <li>Run a <b>limited-time enrollment promotion</b> during the <b>open house</b>.</li> <li>Focus on upselling <b>assessment prep materials</b>.</li> <li><b>Operations:</b></li> <li>Organize <b>open house logistics</b>.</li> <li>Coordinate <b>assessment week</b> scheduling and execution.</li> </ul> <p><b>P:</b></p> <ul style="list-style-type: none"> <li>Produce materials for the <b>open house</b> (brochures, banners).</li> <li>Ensure all <b>assessment papers</b> and digital resources are ready.</li> </ul>

<b>MAY</b>			
1 MAY	CUTI HARI PEKERJA	ACADEMY CLOSE ONLINE AS USUAL	<p>M:</p> <ul style="list-style-type: none"> <li>Promote <b>Young Entrepreneur Camp</b> as a flagship event.</li> <li>Highlight success stories from <b>Teachers' Day</b> celebrations.</li> </ul> <p>S:</p> <ul style="list-style-type: none"> <li>Offer <b>Young Entrepreneur Camp packages</b> with early bird pricing.</li> <li>Upsell <b>entrepreneurship resources</b> (books, materials).</li> </ul> <p>O:</p> <ul style="list-style-type: none"> <li>Manage logistics for <b>Teachers' Day</b> and <b>Young Entrepreneur Camp</b>.</li> <li>Ensure smooth operations during <b>assessment discussion week</b>.</li> </ul> <p>P:</p> <ul style="list-style-type: none"> <li>Finalize materials for <b>Young Entrepreneur Camp</b> (flyers, kits).</li> <li>Prepare <b>Teacher's Day event</b> decorations and gifts.</li> </ul>
6-10 MEI	DISCUSS ASSESSMENT PAPER	ONLINE + PHYSICAL	
13-17 MEI	PDP W11 + SAMBUTAN HARI GURU ( 1 JAM )	ONLINE + PHYSICAL	
20-24 MEI	PDP W12	ONLINE + PHYSICAL	
29 MEI	YOUNG ENTREPRENEUR CAMP		
27-31 MEI	PDP W13	ONLINE + PHYSICAL	

<b>JUNE</b>			
3-9 JUN	CUTI RAYA HAJI	ACADEMY CLOSE	<b>M:</b> <ul style="list-style-type: none"> <li>Highlight the importance of <b>Parent-Teacher Meetings</b> and <b>Awal Muharram</b> through blogs and social posts.</li> <li>Run a <b>mid-year check-in campaign</b>.</li> </ul> <b>S:</b> <ul style="list-style-type: none"> <li>Focus on selling <b>long-term packages</b> during <b>Parent-Teacher Meetings</b>.</li> <li>Promote <b>enrollment for the next semester</b>.</li> </ul> <b>O:</b> <ul style="list-style-type: none"> <li>Organize <b>Parent-Teacher Meetings</b> and <b>Raya Haji break schedules</b></li> </ul>
10-14 JUN	PARENT TEACHER MEETING 1		
17-21 JUN	PDP W14	ONLINE + PHYSICAL	
27 JUN	AWAL MUHARRAM CELEBRATION ONLINE		
24-28 JUN	PDP W15	ONLINE + PHYSICAL	

			<ul style="list-style-type: none"> <li>Plan for smooth <b>Awal Muharram celebration</b>.</li> </ul> <p>P:</p> <ul style="list-style-type: none"> <li>Prepare resources for <b>Parent-Teacher Meetings</b> (reports, feedback forms).</li> <li>Finalize <b>Awal Muharram celebration materials</b>.</li> </ul>
<b>JULY</b>			
1-5 JULAI	PDP W16	ONLINE + PHYSICAL	<p>M:</p> <ul style="list-style-type: none"> <li>Promote the <b>Digital Creator Camp</b> and <b>Seminar 3</b>.</li> <li>Create engaging content showcasing <b>digital skills development</b>.</li> </ul> <p>S:</p> <ul style="list-style-type: none"> <li>Focus on <b>digital camp enrollments</b> and offer <b>early-bird discounts</b>.</li> </ul>
8-12 JULAI	PDP W17	ONLINE + PHYSICAL	
15-19 JULAI	PDP W18	ONLINE + PHYSICAL	
22-26 JULAI	PDP W19	ONLINE + PHYSICAL	
29-2 OGOS	PDP W20	ONLINE + PHYSICAL	



			<ul style="list-style-type: none"> <li>Promote <b>seminar packages</b> for educators.</li> </ul> <p>O:</p> <ul style="list-style-type: none"> <li>Manage logistics for the <b>Digital Creator Camp</b>.</li> <li>Ensure smooth execution of <b>Seminar 3</b>.</li> </ul> <p>P:</p> <ul style="list-style-type: none"> <li>Prepare materials for the <b>Digital Creator Camp</b> (e-books, design kits).</li> <li>Finalize resources for <b>Seminar 3</b>.</li> </ul>
<b>AUGUST</b>			
5-9 OGOS	PDP W21	ONLINE + PHYSICAL	<p>M:</p> <ul style="list-style-type: none"> <li>Promote the <b>Merdeka Bowling Tournament</b> and <b>Sports Day</b>.</li> <li>Highlight <b>team-building values</b></li> </ul>
12-16 OGOS	PDP W22	ONLINE + PHYSICAL	
19-23 OGOS	PDP W23	ONLINE + PHYSICAL	

26-30 OGOS	MERDEKA SPORT DAY BOWLING TOURNAMENT	ONLINE + PHYSICAL	and <b>patriotism</b> through social media.
31-2 SEPTEMBER	CUTI HARI KEBANGSAAN	ACADEMY CLOSE ONLINE AS USUAL	<p>S:</p> <ul style="list-style-type: none"> <li>Focus on <b>family packages</b> for <b>Merdeka Bowling Tournament</b>.</li> <li>Offer <b>group discounts</b> for <b>PDP sessions</b>.</li> </ul> <p>O:</p> <ul style="list-style-type: none"> <li>Organize logistics for <b>bowling tournament</b> and <b>Sports Day</b>.</li> <li>Ensure smooth handling of <b>PDP W21-23</b>.</li> </ul> <p>P:</p> <ul style="list-style-type: none"> <li>Prepare tournament and sports day <b>banners, prizes, and materials</b>.</li> <li>Ensure all digital resources are ready for <b>online classes</b>.</li> </ul>
SEPTEMBER			

3-6 SEP	PDP W24 +MAULIDUR RASUL	ONLINE + PHYSICAL	<p>M:</p> <ul style="list-style-type: none"> <li>Promote <b>AI workshops</b> and <b>Digital Creator Camp</b>.</li> <li>Celebrate <b>Maulidur Rasul</b> with Islamic-themed content.</li> </ul> <p>S:</p> <ul style="list-style-type: none"> <li>Focus on <b>AI workshop registrations</b>.</li> <li>Offer <b>special Maulidur Rasul packages</b>.</li> </ul> <p>O:</p> <ul style="list-style-type: none"> <li>Organize <b>Digital Creator Camp</b> logistics.</li> <li>Manage <b>AI workshop preparations</b>.</li> </ul> <p>P:</p> <ul style="list-style-type: none"> <li>Prepare materials for <b>AI workshops</b>.</li> <li>Finalize decorations and celebration materials for <b>Maulidur Rasul</b>.</li> </ul>
9-13 SEP	PDP W25	ONLINE + PHYSICAL	
16-20 SEP	PDP W26	ONLINE + PHYSICAL	
16 SEP	CUTI HARI MALAYSIA	ACADEMY CLOSE ONLINE AS USUAL	
18 SEP	DIGITAL CREATOR CAMP		
23-27 SEP	PDP W27	ONLINE + PHYSICAL	
30-4 OCT	PDP W28	ONLINE + PHYSICAL	

<b>OCTOBER</b>			
<b>5 OKTOBER</b>	OPEN DAY NEUROKHALIFAH ACADEMY		M: <ul style="list-style-type: none"> <li>Focus on <b>Neurokhalifah Open Day</b>.</li> <li>Promote the <b>Well-Rounded Program</b> through student testimonials and social media posts.</li> </ul> S: <ul style="list-style-type: none"> <li>Run <b>enrollment promotions</b> during the <b>Open Day</b>.</li> <li>Offer special discounts for <b>Well-Rounded Program</b> packages.</li> </ul> O: <ul style="list-style-type: none"> <li>Organize logistics for the <b>Open Day</b> and ensure smooth handling of <b>PDP sessions</b>.</li> </ul> P: <ul style="list-style-type: none"> <li>Prepare materials for <b>Open Day</b> and <b>Well-Rounded Program</b>.</li> <li>Ensure assessment materials are ready.</li> </ul>
7-11 OKTOBER	NEUROKHALIFAH WELL ROUNDED	ONLINE + PHYSICAL	
14-18 OKTOBER	PDP W29	ONLINE + PHYSICAL	
21-25 OKTOBER	PDP W30	ONLINE + PHYSICAL	
28 OKT - 1 NOV	PDP W31	ONLINE + PHYSICAL	

<b>NOVEMBER</b>			
4-8 NOV	PDP W32	ONLINE + PHYSICAL	M: <ul style="list-style-type: none"> <li>Promote <b>UASA workshops</b> and preparation classes.</li> <li>Highlight the <b>final assessment preparation journey</b> on social media.</li> </ul> S: <ul style="list-style-type: none"> <li>Focus on selling <b>workshop packages</b> and final assessment prep kits.</li> <li>Offer discounts for <b>long-term PDP enrollments</b>.</li> </ul> O: <ul style="list-style-type: none"> <li>Manage <b>UASA workshop schedules</b> and logistics.</li> <li>Ensure readiness for the <b>final assessment weeks</b>.</li> </ul> P: <ul style="list-style-type: none"> <li>Prepare materials for <b>UASA workshops</b>.</li> </ul>
11-15 NOV	PDP W33	ONLINE + PHYSICAL	
18-22 NOV	PDP W34	ONLINE + PHYSICAL	
25-29 NOV	PDP W35	ONLINE + PHYSICAL	
26-27 NOV	WORKSHOP PENGUKUHAN UASA		

			<ul style="list-style-type: none"> <li>Finalize <b>assessment papers</b> and reports.</li> </ul>
<b>DECEMBER</b>			
2-6 DEC	PDP W36	ONLINE + PHYSICAL	M: <ul style="list-style-type: none"> <li>Focus on <b>Ihtifal celebrations</b> and promote success stories from the year.</li> <li>Run end-of-year <b>Parent-Teacher Meeting promotions</b>.</li> </ul> S: <ul style="list-style-type: none"> <li>Offer <b>early-bird registrations</b> for 2026.</li> <li>Promote <b>long-term PDP packages</b> for the new year.</li> </ul> O: <ul style="list-style-type: none"> <li>Organize <b>Ihtifal celebrations</b> and manage <b>assessment discussions</b>.</li> </ul> P:
9-13 DEC	ASSESSMENT 2	ONLINE + PHYSICAL	
16-20 DEC	DISCUSS EXAM PAPER	ONLINE + PHYSICAL	
23-27 DEC	PARENT TEACHER MEETING 2	ONLINE + PHYSICAL	

			<ul style="list-style-type: none"> <li>• Finalize all <b>Ihtifal materials</b> (certificates, banners).</li> <li>• Ensure readiness for <b>Parent-Teacher Meeting resources.</b></li> </ul>
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PDP WEEK : 36

ASSESSMENT : 2

DISCUSS ASSESSMENT : 2

PARENT TEACHER MEETING : 2

EVENT : 3