

# Ancient Wisdom on **EMOTIONAL IMMUNITY**



## Speaker Ken O'Donnell

International Speaker, Consultant  
& Trainer, Award Winner, Author  
Director, Brahma Kumaris South America

[www.brahmakumaris.my](http://www.brahmakumaris.my)



BRAHMA KUMARIS MALAYSIA

Date | 16 Sep 2021, Thursday  
Time | 8:00pm - 9:30pm (MYT)

Brother Ken O'Donnell's public talk "Ancient Wisdom on Emotional Immunity" took place on 16 September 2021. Organised by Brahma Kumaris Malaysia (BKM), it was presented live on YouTube, Facebook and Zoom.

Bro. Ken O'Donnell needs no introduction. He is an international speaker, consultant and trainer, award winner and author of 19 books. He is the Director of Brahma Kumaris, South America. The event was moderated by Shahreen Kamaluddin, a Malaysian self-empowerment author, trainer, coach and public speaker.

A team was formed to promote social media marketing on a daily basis, particularly on Facebook and Instagram. For about 2 months, they posted meaningful messages, value cards and short video clips on the theme Emotional Immunity, to create awareness on the programme. Through the team's tireless efforts, we reached more than 120,000 people via Facebook marketing.



Bro. Ken approached the topic in three sections - understanding the self and immunity, understanding situations and practice to strengthen immunity. It was a well-structured programme where each section was again divided into three parts, with (1) explanation with PowerPoint slides, (2) meditation experience and (3) Q & A at the end of each section. His talk was simple, yet profound with practical examples and real-life illustrations.

A total of more than 2,000 viewers (You Tube 1.300+, FB 350+, Zoom 440+ on that night itself, at the end of the event) took benefit from Bro. Ken's sharing. The audience were not only attentive but felt easy enough to ask engaging questions such as an easy method to become emotionally stable and what happiness really entails.

Some encouraging comments from viewers:

1. I like the talk very much. I got the information that I have been looking for recently. Surprisingly I've found it in the sharing which helped me tremendously.
2. Thanks for everything. I gained lots of information Please inform me if there is going to be another talk.
3. Thank you for inviting me. The talk is very enlightening.
4. I benefitted very much. The speaker is excellent, so calm, simple and confident.

Bro. Ken O'Donnell's programme, highlights three important aspects. Firstly, it was a truly international programme as there was live translation for 6 languages (Turkish, French, Hindi, Telugu, Tamil and Chinese). Secondly, the programme was not only suitable for the general public but also served as sustenance for the BKs. Finally, social media marketing, when properly organized, together with yoga power from the family, is a great way to reach out to the general public.

A special note of thanks to those who had worked tirelessly off-screen - the organising team, the social media and the technical teams. Their support and co-operation largely contributed to the success of the programme.



Moderator, Ms. Shahreen Kamaluddin, Malaysian self-empowerment author & trainer;  
Speaker, Bro Ken O'Donnell, international speaker, consultant and trainer, author, Director of Brahma Kumaris, South America; Bro Letchu, President of BKM; Meera Didi, Director of BKM;  
Sis Celia, Overall Coordinator; Sis Aparna, MC and the Technical team

**Proposal:**

*Bro. Letchu, President & NC of BKM, has proposed that the BK Global Integrated Media (GIM) develops guidelines (Do's and Dont's) on the use of social media for the use of BKs.*