

2-day interactive program on

Protocol Management

3 & 4 December 2008

• JW Marriott Hotel • Kuala Lumpur

FOCUSING ON

- Corporate Events: Everybody's Business
- Appreciation of Malaysian Protocol
- Managing the 8 Protocol Formalities
- Formation of Working Committees
- 18 Elements in a Formal Event
- Issues & Challenges in Managing Protocol

PLUS! Group Exercises & Presentations

**AFTER THIS PROGRAM,
YOU WILL RETURN TO YOUR JOB....**

- Appreciating the importance of the right use of protocol in corporate events
- Understanding the sensitivity of protocol in any form at corporate events
- Observing and conducting the correct form of protocol procedures and practices required in a formal ceremony
- Being better able to cope and manage unpleasant moments with confidence, finesse and diplomacy
- Enhancing your protocol skills in managing future events successfully

A “MUST-NOT-MISS” PROGRAM FOR

- Directors / Deputy Directors
- General Managers
- Public Relations Managers
- Corporate Communication Managers
- Marketing & Promotion Managers
- Event Managers & Assistants
- Business Development Managers
- Relationship Managers
- Senior Managers
- Heads of Departments
- Public Officials
- Customer Service Managers
- Customer Contact Personnel
- Public Relations Personnel
- Government Liaison Personnel
- Personal Assistants & Confidential / Senior Secretaries
- Non-Governmental Organizations (NGO's)
- All professionals involved in protocol management and /or need to enhance their knowledge in this area

Day 1

Wednesday, **3 December 2008**

9:00 **KNOWLEDGE & EXPERIENCE SHARING**

CORPORATE EVENTS: EVERYBODY'S BUSINESS

- Purpose of an Event in Relation to Corporate Image and Reputation
- Biggest PR Activity in an Organisation
- Effective and Impactful Marketing Tools
- Types of Events

10:30 Morning Coffee

10:45 **APPRECIATION OF MALAYSIAN PROTOCOL**

- Background
- Definition & Meanings

MANAGING THE 8 PROTOCOL FORMALITIES

- Order of Precedence
- Seating and Table Arrangements
- Arrangements & Hoisting of Flags
- Arrival & Departure
- Honorifics and Salutations
- Dress Code
- Protocol Officers
- Dining Format and Table Manners

1:00 Lunch

2:00 **MANAGING THE 8 PROTOCOL FORMALITIES** (CONT'D)

FORMATION OF WORKING COMMITTEES

- Roles and Responsibilities of Main Committee
- The 10 Working Committees

5:00 Afternoon Tea & End of Day 1

Day 2

Thursday, **4 December 2008**

9:00 **OBSERVING THE 18 ELEMENTS IN A FORMAL EVENT**

- Formation of Committees
- List of Invited Guests
- Location and Premises
- Layout Plan and Seating Arrangements
- Invitation Cards
- Events' Program
- Menu and Food Tasting

10:30 Morning Coffee

10:45 **OBSERVING THE 18 ELEMENTS IN A FORMAL EVENT** (CONT'D)

- Preparation of Speech and Emcee's Text
- Reception Room

- VVIP Portraits as Exhibits
- Props and Decoration
- Emceeing
- Music and Entertainment
- Playing the National Anthem
- Administrative Details
- Press Conference
- Rehearsal
- Post Mortem

1:00 Lunch

2:00 **GROUP EXERCISES AND PRESENTATIONS**

3:45 Afternoon Tea

ISSUES AND CHALLENGES IN MANAGING PROTOCOL

5:00 Close of Program

METHODOLOGY

Lectures, knowledge sharing, individual and group exercises, role plays and application of skills

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

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| Name | _____ |
| Position | _____ |
| Email | _____ |
| Name | _____ |
| Position | _____ |
| Email | _____ |
| Tel | Fax |

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|--------------------------|---------|
| Company | _____ |
| Address | _____ |
| City/Postcode | Country |
| Approving Manager's Name | _____ |
| Position | _____ |
| E-mail | _____ |

Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

| | 1 Person | Group fee for 3 or more* (from the same company) |
|--------------------|----------------|---|
| Regular Fee | RM1,595 | RM1,295 (MIN SAVINGS OF RM900) |

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Cheques : Crossed & payable to
"Centre for Management Technology Sdn Bhd"

Photocopy Registration Form to Preserve Brochure Copy. December 2008

TELEGRAPHIC TRANSFER

Account Name: **Centre for Management Technology Sdn Bhd**
A/C No: **3 - 0903390 - 12**
Bank: **Public Bank Berhad**
Branch: **Grd Floor, Menara Public Bank Jalan Ampang**
Swift Code: **PBBEMYKL**

TT must include additional RM10 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

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TO REGISTER

Online : www.cmtevents.com
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Fax : (603) 2162 6393
Tel : (603) 2162 7322
Post to : Lot 7.03, 7th Floor, North Block, The Ampwalk,
218 Jalan Ampang, 50450 Kuala Lumpur

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,
Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
Tea Break: 3.30 pm, Course Ends: 5.00 pm

Register online ~ www.cmtevents.com

LEARNING PARTNER

SYED SHEIK BIN SYED ZAIN brings to this course more than 25 years of experience in public service as an administrator and senior trainer with Institute Tadbiran Awam Negara Malaysia (INTAN) and Jabatan Telekom Malaysia.

Syed Sheik is highly sought after for his special forte in Protocol Management for domestic as well as international events. He has been involved in consulting and training for the government, private sector as well as multinational corporations within Malaysia and Brunei Darssalam for over 20 years. He also conducts management, communication and motivation training courses.

He was one of the panel speakers on protocol management during a weekly motivation programmed aired over Radio Television Malaysia since 1996.

Among some of the organizations that have benefited from his counsel and services are Jabatan Perdana Menteri, Jabatan Perkhidmatan Awam, Kolej Latihan Pegawai Polis Di Raja Malaysia, Pejabat Setiausaha Kerajaan Johor dan Negeri Sembilan, Bintulu Development Authority, Bank Negara, Universiti Malaya, Dewan Bahasa dan Pustaka, Sime Darby HRD Centre, Multimedia Development Corporation, Tenaga Nasional Bhd, MAS Training Academy, Tanjung Public Limited, Aetna Insurance Bhd, Klang Port Sdn Bhd, MIMOS Smart Computing Sdn Bhd and Shell Malaysia Trading Sdn Bhd to name a few.

Syed Shiek is a graduate from the Cranfield Institute of Technology, United Kingdom and is a certified trainer in training methodology from INTAN.