



A 2-day intensive program on

Presenting Your *Professional Business Image At Its Best*

27-28 April 2009 | JW Marriott Hotel Kuala Lumpur

OBJECTIVE

In today's competitive business world, the ability to handle and present ourselves properly outweighs even our technical skills and academic qualifications. Having all the required education, qualifications and experience is not enough today. Moreover your ability to present the right image will create exciting opportunities to market your capabilities.

The knowledge gained through an understanding of the fundamentals of Professionalism, Corporate Grooming & Dressing would itself heighten our self-confidence and add to our presence in any business or social encounter.

This course will enable you to develop & maintain the correct image at the corporate office - being able to command a strong presence through appearance, poise, grooming & body language. The correct image coupled with a dynamic working style, right working attitude and manners will make any manager & executive a formidable force to be reckoned with. This is a skill to develop, a skill to be used to your advantage.

FOCUSING ON

- You Are The Message
- Etiquette Essentials For Business Professionals
- Business / Corporate & Social Protocol - How To Meet & Greet
- Practical Aspect Of Malaysian Protocol
- Networking Skills - During Events & Company Functions
- The Language Of Silent Talk - Body Language
- Grooming That Brings Out The Best
- Understanding Your Body Shape, Size and Proportion
- Wardrobe Strategies....Managing Your Wardrobe
- The Art Of Social Savvy - Gracious, Sophisticated Manners
- Entertaining In Style

WHO SHOULD ATTEND

- Executives & Managers

METHODOLOGY

Interactive Learning Sessions Including Lectures, Case Studies, Group Work, Role Plays, Discussions, Practical Hands-On Session and Video Presentation.

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