



Centre for  
Management  
Technology®  
into our 26<sup>th</sup> year

*A 2-day intensive program on*

# Presenting Your *Professional Business Image At Its Best*

27-28 April 2009 | JW Marriott Hotel Kuala Lumpur

## ***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

*"An image is not a replacement for education, experience or hard work. However a strong, professional image provides the leverage to showcase abilities in the most beneficial way."* SUSAN BIXLER

## 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.

## LEARNING OUTCOME

On successful completion of this course, you will be able to:

- Develop a professional image that will be in accordance to the organisation's needs & requirements
- Master the fundamentals of professionalism, business etiquette and protocol in today's Malaysian business environment
- Learn the art of looking confident, friendly and approachable thru' body language
- Enhance your image by looking professional through various techniques of Personal Image Management - wardrobe strategies, social skills & business etiquette
- Handle social and professional situations with total ease and confidence

## 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.

## Day 1 Monday, 27 April 2009

- 9.00 **YOU ARE THE MESSAGE**
- Your role as the ambassador of the company
  - How others see you and judge you - judging factor
  - The A.B.C's of image
  - The PAR factor in business - your packaging
  - The elements of First Impressions - Visual, Vocal & Verbal
- 10.30 Morning Coffee
- 10.45 **ETIQUETTE ESSENTIALS FOR BUSINESS PROFESSIONALS**
- Relationship between Etiquette & Manners
  - The importance of Etiquette & Manners in today's business world
  - Rules of professional behaviour for today's professionals
  - Qualities of a professional
- 12.00 **BUSINESS / CORPORATE & SOCIAL PROTOCOL- HOW TO MEET & GREET**
- Greeting people accordingly with proper deference to the right people
  - The Malaysian Way of greeting people / customers
  - Handling tricky situations with finesse - the handshake dilemma
  - Correct form of address
  - Handling business cards with finesse
  - Meeting Etiquette - the do's & don'ts
- 1.00 Lunch & Zohor
- 2.00 **PRACTICAL ASPECT OF MALAYSIAN PROTOCOL**
- Addressing the titled Malaysian
  - Addressing the untitled Malaysian & different races
  - Addressing religious titles e.g. Haji
  - Spelling difference in titles like Dato' & Datuk
  - Knowing the difference between Yang Berbahagia & Yang Berhormat
  - Addressing VIPs and Diplomatic Mission Staff
- 2.45 **NETWORKING SKILLS - DURING EVENTS & COMPANY FUNCTIONS**
- How to initiate conversations - breaking the ice
  - Tips on talking in a variety of settings - cocktails parties, Dinners & Events
  - Eight things you should know about successful talking
  - Tips on mingling with your clients at events and dinners ( role play )
  - Basics of business talk

3.30 Afternoon Tea

3.45 **THE LANGUAGE OF SILENT TALK – BODY LANGUAGE**

- Taking charge of your non verbal communication
- Key elements in non verbal communication
- Tips on how to look confident and composed when facing people
- Graceful standing and sitting
- Walking with confidence
- Your carriage and your walk
- Your manner of bearing and poise

This module is followed by a short video presentation to show the different body language elements

5.00 End of Day 1

## Day 2 Tuesday, 28 April 2009

9.00 **GROOMING THAT BRINGS OUT THE BEST**

- Tips on taking good care of your skin and face
- Essential hair care tips e.g. shake the flakes – dandruff
- Looking clean shaven in business
- Coping with facial hair
- Personal hygiene matters – body odour, mouth odour etc

This module will be followed by the participants breaking up in pairs and auditing each other's image.

10.30 Morning Coffee

10.45 **UNDERSTANDING YOUR BODY SHAPE, SIZE AND PROPORTION**

- Understand & identify your basic body shape & body type
- Knowing about body proportions and how its effect on clothing fit
- Know your best fit - measure up ( assessment and measurement of your body figure)
- Do's & don'ts where body shapes & proportions are concerned

The participants will measure each other to identify their body shape and proportions

11.45 **WARDROBE STRATEGIES...MANAGING YOUR WARDROBE**

- What message does your appearance send?
- The fundamental do's and don'ts of business dressing
- Organizing and planning your work wardrobe
- Accessories – the little extra that make a difference

- Understanding the psychology of colour and how it works for you
- Dressing tips for the traditional Malay woman in business today
- Tips on tying the Tudung with style
- Identifying common grooming & dressing blunders seen at the workplace
- Overcoming these grooming & dressing mistakes and personal hygiene matters

A personal image audit cum consultation will be done for each participant present at this program.

1.00 Lunch & Zohor

2.00 **THE ART OF SOCIAL SAVVY – GRACIOUS, SOPHISTICATED MANNERS**

- Knowing the difference between Western & Asian style of dining
- Identifying cutlery, crockery & glassware
- Understanding menu terms
- Social courtesies when dining
- Common dining blunders observed – the definite No! No!
- The art of holding the cutlery
- Understanding the difference between the Finished & Pause position while dining
- Understanding American & European dining style
- Handling difficult food
- Small talk during a meal
- Other forms of dining e.g. Japanese dining

A short video will be shown as a training tool to view some Dining blunders

Participants will also have a practical dining session where they will get a chance to display the art of dining

3.30 Afternoon Tea

3.45 **ENTERTAINING IN STYLE**

- Keys to conducting a business lunch / dinner
- Issuing of invitation and making reservation
- Organizing, selecting food, settling bill and tipping
- Your role as a perfect host or guest while dining
- Follow dress code accordingly
- Toasting etiquette - doing it in style
- Cocktails - networking effectively at cocktails
  - handling yourself gracefully at cocktails

5.00 End Of Course

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](http://www.cmtevents.com) for the most up-to-date information.

# REGISTRATION

PRESENTING YOUR PROFESSIONAL BUSINESS IMAGE AT ITS BEST

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

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)
<b>Regular Fee</b>	<b>RM1595</b>	<b>RM1295</b> <b>(MIN SAVINGS OF RM900)</b>

\* 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. April 2009

### 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**  
 Email : **adminkl@cmtsp.com.sg**  
 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 program. This serves as evidence of your personal and professional commitment to you career.

#### PROGRAM TIMING

Registration: 8.30 am, Program Begins: 9.00 am,  
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,  
 Tea Break: 3:30 pm, Program Ends: 5.00 pm

Register online ~ [www.cmtevents.com](http://www.cmtevents.com)



### PROGRAM FACILITATOR

**Sheena Chahil** is the Executive Director of IMP Training & Consultancy, a Business Image Development Consulting firm.

A consummate professional, she brings to you years of invaluable experience, offering speaking, training and consulting services to corporate clients, private individuals, professional associations, government agencies, colleges and universities. Her customized approach to personal and professional growth has helped thousands of people make positive changes. As a trainer and consultant, she has developed corporate workshops and individual coaching services designed to provide employees and leaders with the tools and the self confidence they need to master their professional lives.

**She is a member of The Institute for Image Management (U.S.A.) and an Associate member of Image Consultants International - AICI. She has a wide range of experience in the image industry and has acquired her training in a number of areas on Image Management from Australia and U.S.A. Her expertise lies in Colour Analysis, Wardrobe Strategies, Visual Poise, Grooming Principles, Business and Social Etiquette, and Malaysian Protocol (Correct Forms of Address).**

Her extensive exposure in the service industry has also enabled her to train others in areas on Customer Care, Hospitality Image and other Customer Services related workshops. She has acquired her training in Customer Service from the International Air Transport Association - IATA Singapore .

Update your details at [www.cmtevents.com](http://www.cmtevents.com)