



SMIs/SMEs SKILLS UPGRADING SERIES

2DAY SEMINAR
IMAGE BUILDING:

70% Grant for Eligible SMIs/SMEs

POWERFUL FIRST IMPRESSION AND EFFECTIVE COMMUNICATION



by **HANIM ABDUL RAHMAN**

**Trainer | Certified NLP Practitioner
Certified Professional Marketer (Asia)**

Hanim is a qualified in Public Relations. She has developed modules and conducted programs in Body Language, Professional Image (Ladies & Men), Social & Business Etiquette, Telephone Etiquette and Personality Profiling for both Corporate and Government sectors. Hanim began her first career in the airline industry.

With over 20 years being in the field involving the hospitality industry, training and event management, she has also facilitated in Leadership and Team Building programs since 1995. Hanim has trained more than 10,000 employees across the board ranging from Finance, Hospitality, Manufacturing, IT, Transportation, Pharmacies, Retailers and colleges. She is also the advisor for Penang Hospitality & Tourism Apprentice Association and has been a guest speaker on numerous events organized by the Association, some of which was in collaboration with Tourism Malaysia.

OVERVIEW

This workshop is for working professionals keen on improving their etiquette skills and professional image. This interactive program will focus on essential skills they will need to distinguish themselves and make a positive impact, be it in their work or social lives. This workshop will train participants to be confident and mindful of their image presentation and communication skills.

OBJECTIVES

- Apply the knowledge as stated in course outline below
- Enhance Image Building skills
- Identify the importance of professionalism, knowledge and enthusiasm
- Apply the practical exercise on image building
- Transfer practical skills on image building to subordinates
- Apply image building skills on personal / corporate branding

WHO SHOULD ATTEND

This program is intended to those who wish to enhance their corporate image.

- Presidents/ CEOs/ Vice-Presidents/ Directors
- Deputy Directors and Heads of Corporate Communications
- Managers & Executives
Corporate Affairs, Corporate Communication, Public Relations, Media Relations, Internal Communication, Corporate Identity
- Human Resources, Branding, Organizational Development and Marketing Frontline Ambassadors / Counter Staff
- Entrepreneurs / Self-employed professionals

WHEN & WHERE

18 – 19 October 2016 (Tuesday & Wednesday) - 9am to 5pm

Persatuan Alumni Universiti Malaya (PAUM) Clubhouse
Lot 10476, Jalan Damansara Lama, 50480 Kuala Lumpur

70% GRANT FOR ELIGIBLE SMES

SMIs / SMEs: RM477 (only 30% of the fee)

Early Bird: RM1,590 (payable before/by 10 October 2016)

IMM Members: RM1,590 / Non-Members: RM1,802

LIMITED SEATS – REGISTER EARLY!

(Fees are inclusive of 6% GST)

◆ HRDF claimable under SBL scheme ◆

TO REGISTER CALL: Institute of Marketing Malaysia

Tel: 03 – 7874 3089 / 03 - 7874 6726 Fax: 03 – 7876 3726 Email: imm.malaysia@gmail.com

Supported by:



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INSTITUTE OF MARKETING MALAYSIA



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Address : Lot 10476, (Jalan Damansara Lama), 50480 Kuala Lumpur

Eligible SMEs
Entitle to
70% Grant
on Course Fee

Non-SMEs
Claimable under
SBL scheme

METHODOLOGY

- This highly interactive program will use case studies, exercises, group work and discussion, which will be supplemented with lectures and worksheets.
- It will include presentations, role-plays and practical sessions to engage the participants and boost their internalization of these skills.

REGISTRATION FORM

Please send completed form and payment slip to IMM via:
Fax: 03 – 7876 3726 or Email: imm.malaysia@gmail.com

Early Bird fee is payable before/by 10 October 2016, kindly indicate your fee selection.

FEES: SMEs: RM477 (using 30% Grant) Early Bird: RM1,590
 IMM Members: RM1,590 Non-Members: RM1,802

Important: Payment has to be made at least seven-(7) days prior to event date. If you are not able to attend, a substitute participant is allowed at no additional charge. No refunds in partial or in full will be issued for any cancellation. Deferment to other seminar/event is possible subject to the discretion of the Institute.

COMPANY & DETAILS OF CONTACT PERSON

Organization/Company:		Type of Business:	
Address:			Postal Code:
Telephone:		Fax:	
Website:		Email:	
Contact Person's Name:		Designation:	
Telephone (DID):	Mobile:	Email:	

[Please provide separate list for more than 5 persons]

(All Fees are inclusive of 6% GST)

No.	Name	Designation	Email (compulsory)	Mobile	Fee (RM)
1.					
2.					
3.					

Mode & Method of Payment: [Please tick ✓ your selection & delete where appropriate]

My Total Fee (RM):

- Cash Cheque/Bank Draft/TT/ IBG No: _____ Please invoice
- Direct Bank-in to: Institute of Marketing Malaysia (RHB Bank - SS2 Branch, A/C No.: 2124 – 0600 – 0113 – 19)
- Mail/Courier to: Institute of Marketing Malaysia, 1G-1ST Floor, Bangunan SKPPK, Jalan SS 9A/17, 47300 Petaling Jaya, Selangor.

Institute of Marketing Malaysia (2568 Selangor / GST ID No.: 000595845120)

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