

98% Customers Recommended Elite Essential

- Our Programmes are HRDF Claimable •



Inspiring and Motivating

Boost your drive and get inspired with new ideas through our diverse assortment of workshops covering various helpful topics!

Leadership and Communication

Polish your leadership skills with helpful tips and tricks from our range of experienced, qualified trainers.

Creative and Critical Thinking

Step out of your comfort zones and get creative in our programmes that will surely challenge and refine your thinking skills.

Fun and Lively Workshops

No more boring lectures – our workshops are fun and lively, guaranteed to keep you awake to the last second!



What Our Participants Say?

- "I like the trainers from Elite Essential because they are experts at their fields." – Kendra Jones, "Finance for the Non-Financial Professionals"
- "Experienced speaker, relevant tips and applicable knowledge. Friendly staffs and good services." – Nur Syahirah Mohd Azmi, "Advanced Communication & Presentation".
- "Relaxing, fun and supportive. Elite Essential is the best!" – Nor Syafiqah Razak, "Team Building"
- "The trainer really knows the subject matter...this programme wasn't boring at all, and is very interesting." – Latifah Said, "Menjadi Seorang yang 'Influential & Outspoken'!"
- "What I like most about the programmes and Elite Essential is the variety of exercises leading to the fulfillment of the objective." – Joseph Lee, "Strategic Planning & Execution"
- "Great sharing. Thank you. You have inspired me to be more alert towards my actions on my subordinates." – Azlinda Hamid, "Creative Leadership"

We look forward to welcoming you in our training programmes!

Elite Essential | We Serve with Heart

Tel: 603 8063 9211 Fax: 603 8063 7211 Email: training@elite-essential.com.my



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

BRAND YOU

Discover, Design & Define Your Professional Presence & Personal Branding



27-28
SEPTEMBER
2017

VISTANA HOTEL KUALA LUMPUR

Successful personal presence is the essence to turning average you to extraordinary you. If you wish to gain recognition in your respective fields as well as establish your reputation to advance your career – the way you dress, sound and behave is important as it determines the perception others have on you.

This programme equips professionals with the right tools to sharpen their professional credibility, confidence and competence. An individual's ability to project a positive confident image and branding results in higher credibility, productivity and performance, better interpersonal relationships, leaving a positive and powerful lasting impression to everyone you meet.

Start making a move to take charge of your successful presence and get noticed!

**PROUDLY
ORGANIZED BY**



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

**OFFICIAL
HOTEL**

VISTANA
KUALA LUMPUR
TITIWANGSA

LEARNING OUTCOME

At the end of the workshop, participants will be able to:

- Explain the 3A's of Image Management and the 3V's of First Impressions
- Assess your image and branding for your current position and where you are going
- Identify ways to enhance your presence
- Practice different postures and gestures that will bring out your elegant and confidence
- List practical steps to create and prolong small talks
- Live up to one's winning presence – Online and offline

PROGRAMME OUTLINE

PERSONAL BRANDING IN 21ST CENTURY

- Why personal branding and its impact?
- The right mindset to embrace changes
- Your own image audit and discovering your perceived image / brand
- The 3As of Image Management
- Live up to your brand and image

CREATING A LASTING FIRST IMPRESSION

- How a positive first impression determines how other people treat you?
- Master and use the 3V's to your advantage
- Increase your face value – The Yin and Yang
- Your company branding and you
- 'Walk the Talk' – Importance in projecting your company's brand

WARDROBE MANAGEMENT

- Personality test to determine your preferences in work, styling and behaviour
- Creating your personal style that carries you out through different occasions
- The fundamental do's and don'ts of business dressing in the 21st Century
- "Business casual" or "Business casualty"
- Flexi-Dress – Adapting your image to meet different job demands / business
- Professional dress code for different occasions

POLISHED STYLE FOR MEN

- Know your body shape and identify your style
- Shirt styles and fit - Cuffs, The Yoke, Placket, Buttons, Pockets

POLISHED STYLE FOR LADIES

- Know your body shape and identify your style
- Styles, patterns and fabric choices for suits, dresses and blouses
- Best proportions, jacket and skirt lengths
- Coordination strategies – Rules of threes

COLOUR TO OUTSHINE, OUTSTAND AND OUTLAST

- The psychology of colour
- Your best colours to wear for business
- How to use colours for maximum impact, power and rapport?

YOUR CORPORATE MAKE-OVER (BOTH GENTLEMEN & LADIES)

- Understanding products and cosmetics
- Makeup routine (step by step guide)
- Normal skin care regime
- Easy ways to do up your hair with style and professionalism
- Personal hygiene – Understanding how to apply deodorant, EDT or EDP?

CREATING YOUR WINNING PRESENCE ONLINE & OFFLINE

- Bringing out your elegance with poise and posture
- Displaying your confidence with right gestures
- Pleasing facial expressions and confident eye contact
- Power smiles and touch
- Respecting personal space
- How to manage your social media accounts effectively?

YOUR BUSINESS ETIQUETTE & PROTOCOL

- Etiquette and protocol of handshaking, addressing titles
- Introduce yourself and others with confidence
- Forms of address and greetings for royalty and other VVIPs
 - o Tun / Toh Puan
 - o Tan Sri / Puan Sri
 - o Datuk / Dato'
- Dress code for different functions, gentlemen and ladies
- How to remember people's names?
- Business cards and seating guests

BUSINESS MEAL ETIQUETTE ESSENTIALS

- European vs. American Style Dining
- Proper seating guidelines

Responsibilities of the host

- Meeting your guest when they arrive
- Seating your guest
- When to bring up business

Responsibilities of the guest

- When to order your food?
- What should you order?
- Proper use of cutleries, crockery and napkin
- Table mannerism
 - o Chewing and talking with the mouth full
 - o Spitting out politely
 - o Resting elbows on the table
 - o Handling mishaps such as spillage

THE ART OF NETWORKING

- Learn the art of making "small talk" – Taboo topic vs. safe topic
- Complementing others

REGISTRATION FORM

27-28 SEPTEMBER | VISTANA HOTEL KUALA LUMPUR



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

WORKSHOP TITLE

BRAND YOU -Discover, Design & Define Your Professional Presence & Personal Branding
27-28 Sept 2017 | Vistana Hotel Kuala Lumpur

GROUP OF 5-9 PAX

RM 1299
per person

GROUP OF 4

RM1499
per person

EARLY BIRD

RM1599
per person

NORMAL RATE

RM1699
per person

Notes:

- Kindly contact Elite Essential should accommodation is required.
- Early bird rate applies to registration received 1 month prior programme.
- For group registration of 10 pax and above, please contact Elite Essential for exclusive rate.
- All prices not inclusive of GST. If you are non-GST organization, please talk to us for special arrangement.

Tel: 603 8063 9211, Fax: 603 8063 7211 | Email: training@elite-essential.com.my

ORGANISATION: _____

GST ID: _____

CONTACT PERSON / APPROVED BY: _____

ADDRESS: _____

DESIGNATION: _____

TEL: _____

FAX: _____

EMAIL: _____

Participant Details

NAME ①: _____

DESIGNATION: _____

H/P: _____

EMAIL: _____

NAME ②: _____

DESIGNATION: _____

H/P: _____

EMAIL: _____

NAME ③: _____

DESIGNATION: _____

H/P: _____

EMAIL: _____

NAME ④: _____

DESIGNATION: _____

H/P: _____

EMAIL: _____

Terms and Conditions:

- Registration fees include refreshments, lunches, course, materials, and certificate of attendance.
- Cancellation of registration must be made in written form (letter, fax or email) to Elite Essential Sdn Bhd before 10 working days prior to the event with 20% of the registration fees imposed for cancellation. The full registration fees will be billed to your organisation for cancellation received within 10 working days prior to the event or in a case of "no-show".
- Substitution of participant(s) is allowed with no additional charge provided Elite Essential Sdn Bhd is notified in writing of the name and designation of the new participant(s).
- Full registration fees must be received before commencement of the course. Participants with outstanding registration fees are required to make payment on site or present an undertaking letter, local order or letter of approval to participate. If one of these cannot be supplied, Elite Essential Sdn Bhd reserves the right to refuse admission.
- Elite Essential Sdn Bhd reserves the right to change the venue, facilitator and reschedule or cancel the course whenever deemed necessary. We shall inform the participant(s) if any changes arise.

MODE OF PAYMENT (please tick the appropriate box)

CHEQUE

BANK DRAFT

LOCAL ORDER

PAYMENT BY CHEQUES / BANK DRAFTS should be made payable to "Elite Essential Sdn Bhd" and crossed "A/C Payee Only"; (Maybank, A/C No: 5127 8102 2331; Swift Code: MBBEMYKL). You may bank in or send the cheques / bank drafts to us via registered mail / courier express. Please fax a copy of the transaction slip to us at Fax: +603-8063 7211 and indicate invoice number for verification purpose.

We fully understand and agree on the terms and conditions stated above.

.....
Authorised Signature

Name _____

Designation _____

Company Stamp:

Date:

To confirm your registration, kindly complete this form and fax to us at Fax: +603-8063 7211 or email: training@elite-essential.com.my
For course enquiry, please contact us at Tel: +603-8063 9211