

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

SECRETARIES CONFERENCE 2018

WHERE EXECUTIVES BECOME EXCEPTIONAL

26-27 April 2018 | PULSE GRANDE HOTEL PUTRAJAYA (formerly known as Shangri-La Putrajaya)

*Believe
that you can*



SPECIAL HIGHLIGHTS



Dinner at Cruise Tasik Putrajaya
(1.5 hr cruise ride +
networking dinner)

+



1-Night Stay at Pulse Grande
Hotel Putrajaya

+



Image Audit &
Make Up Workshop

+



Welcoming Door Gift

**PROUDLY
ORGANIZED BY**



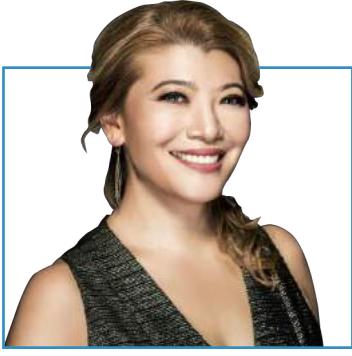
ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

**OFFICIAL
HOTEL**



SESSION 1

BURSTING FIXED MINDSETS



Freda's keynote talk reflects the content of her latest book, "Bursting Fixed Mindsets - How 15 Women Broke the Million Ringgit Mark". In her talk, she outlines lessons learned from 15 accomplished business women who she has interviewed. She has inspired countless women to take charge of their own lives and encouraged them to think and act big and bold. Only with growth mindsets, we can continue to evolve, adapt and thrive in a VUCA world – Volatility, Uncertainty, Complexity & Ambiguity.

Freda Liu, working with BFM89.9 as a Producer / Presenter, Malaysia's leading business station, Freda has conducted over 5,000 interviews with prominent names which include author Stephen Covey, motivational speaker Nick Vujicic, former GE CEO Jack Welch, the Duke of York HRH Prince Andrew and Wikileaks founder Julian Assange. Award-winning Freda has authored three books called "PR Yourself" and "Shake & Spear Your Business: The Romeo & Juliet Way," and "Everybody Loves Ray" (biography). Her latest book is called "Bursting Fixed Mindsets - How 15 Women Broke the Million Ringgit Mark" as she's passionate to take women to the next level. She also hosts a show called Her Vantage which talks about women of leadership and influence to showcase women representation in all strata of society from sports, the arts and sciences to entrepreneurship.

DISCUSSION SESSION

SESSION 2

PAS & SECRETARIES IN 2018 – HOW CAN WE DO BETTER?

One recent article by Richard Branson illustrates the point. The Virgin Group founder describes his personal assistant Helen as not only his 'memory', but also an essential part of how his decisions are made and implemented; she is one of those "people who seem to be able to do everything themselves". Here we look at the role of the secretaries today – the evolving responsibility and expectation. How can we do better?

SESSION 3

I AM CHARMING, CONFIDENT & CHARISMATIC



"She's a charming, intelligent, caring, outgoing, confident lady who communicates very well and manages up and down at work with ease. She has the aura – who has always carried out her convictions, courage and determination. I want to be like her." Have you ever encountered someone like this? Charming people attract and engage others easily. Doors open quickly for such a person. In this session, let's look at tips to be likeable, delightful and pleasing to talk to, and make doors open quickly for you.

Hafiz Mustapha, an Image Consultant, PR Specialist and Communication Expert who has been frequently featured on media - TV, Radio, Magazines such as The Star, Kosmo, Majalah EH, New Straits Times, In Trend, Women Weekly, Majalah Jelita, The Sun and also a guest in TV3 Wanita Hari Ini, TV1 Selamat Pagi Malaysia, TV9 Nasi Lemak Kopi O and also TV9 Hip TV and special guest on Generasi Y TV1. Hafiz is also a TV host with celebrity Kavita Kaur for TV1 programme called Fesyenista and kids fashion programme Ceria Lebaran. He is also making special appearance in TV3 series, Memberku Hawa.

SESSION 4

MOVING FORWARD: LEAD • LEARN • LEGACY



What is leadership? And what makes most women shrink from the title and responsibilities of leading in the corporate world? In Malaysia, efforts are being made by the government to enlist more women on boards. While that is a very commendable move, and much needed for the modern corporations, we need to empower women who are not yet in leadership roles, to lead in their own capacity. In this highly interactive and reflective talk, we will explore what is leadership and what sets leaders apart from the followers. We will look at ways that every woman can lead, outside of the family, by doing "Power" differently. This includes capturing the big picture, long term vision, exuding influence, and upholding ethics in the workplace.

Loretta Chin is an international speaker, trainer, consultant and coach, facilitating empowered change within organizations and increasing employee engagement and productivity. She is passionate about inspiring lives and empowering people. Loretta is a founding member of Surya Women, a non-profit organization that empower corporate women to rise to their fullest potential.

SESSION 5

DISCOVERED STRENGTH THAT YOU NEVER KNEW POSSIBLE



You have your own way and style of doing things. You also have strengths and weaknesses. Awareness on the colour of our brain gives us the means to maximise our capacity to act intelligently. In other words, to turbo charge our natural gifts and use them to maximise our ability to develop the “software” in our brain and create greater competence across many disciplines. In this session, we look at how our mind works and experience mind reprogramming. You may find potential that you never thought existed.

Datin Fazmi Amyza Sani, a Certified Coloured Brain Specialist, Certified Professional Hypnotherapist and Professional BrandImage™ Professional that assists issues regarding emotion, mind and behaviour. A motivator, Berita Harian Columnist and Retail Entrepreneur, Datin Fazmi has been advocating the message of respect and tolerance as everyone is unique with special strength and talent in their work.

SESSION 6

ARE YOU BRANDED? HOW DO YOU POSITION YOURSELF IN THE WORKPLACE?



It consists of the elements that make you unique and ultimately successful. It is the rare combination of traits and skills that combine to create “YOU”. It is the value and quality that people perceive in you, be it real or in their minds. Simply put, it is what people say and think of you when you leave the room. This session takes you on a journey in which you will learn tools for personal brand building, establish and maintain your own brand as a premium one throughout your career.

Wendy Lee, The Women’s Entrepreneur of The Year Award 2014 as well as Panel Judges for Miss Astro Chinese International Pageant 2006, Mrs Asia International 2016 and Mrs International Elite 2017. She has been featured in numerous local newspaper, radios and television programmes on Astro, 8TV, RTM, TV3, NTV7, RedFM, Capital FM and BFM. She is also a Weekly Columnist with New Straits Times and The StarJob.

SESSION 7

TRANSFORM INTO A STAR SECRETARY



This talk addresses what it takes to be a STAR in your industry. Today’s office administrators are no longer role of support but managerial and leadership. This involves a transformational journey of mindset, belief systems, breaking personal limitations to be able to empower yourself personally to achieve professional excellence. This talk will highlight key points you will need to take and experience for positive transformation to take place. Murshidah will also share with you on how she turned herself from a broke housewife with RM2 to becoming an international speaker and humanitarian. Using these tips you can transform yourself to be a success in your profession.

Murshidah Said, International Speaker, Media Personality, Corporate Trainer, Social Entrepreneur and Humanitarian who has frequently been featured in media, locally and internationally, such as HuffPost Live USA to radio, TV and print media in both Singapore and Malaysia. Murshidah has been awarded The Best Personal Brand as a Life Transformer in 2017, by the Marketing Institute of Singapore. She is also a recipient of the 2018 Woman Icon Award in Malaysia given by the Business Excellence & Research Group, Singapore.

SESSION 8

CUSTOMIZED IMAGE AUDIT & HANDS-ON GROOMING MINI WORKSHOP



We are sure you have heard a lot about professional grooming. It’s time to do your own now! Our guest speakers will perform an Image Audit to every participant and followed by a hands-on workshop to cover office make up on your own. Participants will learn to dress which emits the best professional look in you, as well as expressing confidence in being yourself. Know your style and strut your way to success! Oh, do we mention that there will be a free make up kit for you too? Feel free to bring your own make up products if necessary.

Emi Idura Che Hashim, the Personal Image Consultant and Hijab Stylist to Mizz Nina (International Artist), Emi has been featured in various media including RTM TV1, TV9, Sinar Harian, TV Al Hijrah, Bernama News, The Star, Berita Harian, Utusan Malaysia, etc. She is also a Columnist of Utusan Malaysia’s “Bicara Imej”, as well as newspaper Kosmo and in Sinar Harian – Wanita Oh Wanita (WOW) Personaliti Hebat column. Emi acts as the Kuala Lumpur Ambassador to promote World Hijab Day 2014.

REGISTRATION FORM

26-27 APRIL | PULSE GRANDE HOTEL PUTRAJAYA



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

WORKSHOP TITLE

SECRETARIES CONFERENCE 2018
where Executives become Exceptional
26-27 April 2018, Pulse Grande Hotel Putrajaya

GROUP OF 5-9 PAX

RM1899
per person

GROUP OF 4

RM2099
per person

EARLY BIRD

RM2199
per person

NORMAL RATE

RM2299
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