

6 REASONS TO CHOOSE ELITE ESSENTIAL

1 Quality Trainer

All our trainers have a **minimum of 10 years of experience**. We do not recommend new or less experienced trainer. Please be rest assured that you will only be getting the best from us!

2 Interactive Learning Methodologies

We only deliver **fun learning!** We believe people will learn more when they engage in the process. Please do not expect boring lecture!

3 Highly Customized Content

Our highly customized programs are specially crafted based on **client's real life workplace scenarios, business and industry**, which aim to develop skills that can be applied immediately at work.

4 Experiential Learning Activities

Various **learning-based mind-blowing activities** will be employed, such as board games, business simulations, real life case studies, etc. We make the learning relevant to you.

5 Our Experience

We have trained **few hundreds of companies** and **few thousands of participants** over the years. Many of them are repeat customers who are satisfied with our services!

6 Track Record

98% customers recommend Elite Essential. We have a track record of up to **98% satisfaction rate!** Customer satisfaction is always our utmost priority!

PROUDLY PRESENTED BY



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

THE ELITE SECRETARIES CONFERENCE

2019

*"There is no limit to what we,
as women, can accomplish."*

Michelle Obama

24-25

APRIL

2019

THE BOULEVARD MID VALLEY

PROGRAM HIGHLIGHTS

1.

6 Popular Guest Speakers from different fields with interesting topics

2.

Complimentary 1-Night Stay at The Boulevard Mid Valley

3.

Dine like Socialite - Dining Etiquette Practice during Dinner

4.

Mini Make Up & Image Audit Workshop

5.

Welcoming Gift

PROUDLY ORGANIZED BY



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

SUCCEED, INFLUENCE AND INSPIRE

by Claire Keow (24 April 2019, 0900-1000)

It all begins with you! In this powerful and engaging session, we will take you to the next level of understanding, dynamics and performance. It explores the opportunities you can create from changing your self-awareness, belief, actions and values to be greater. It also enables you to have an authentic conversation to yourself in a constructive way that creates powerful new paradigms and enhanced performance.

- G – Be a Game Changer
- R – Clarify Roles
- E – Engage
- A – Take Actions
- T – Teamwork
- E – Evolve
- R – Be Real

EXCELLENCE IN MOTION: PEER-TO-PEER POWER HOUR

by Claire Keow (24 April 2019, 1000-1100)

Connect, exchange ideas, and problem solve with other secretaries and executive assistants facing similar challenges. Here we look at the issues, concerns and challenges of the secretaries today – the evolving responsibility and expectation. How can we do better? This will be the most effective and impactful session that you will gain valuable insights and share experience with other peers.



CLAIRE KEOW

Claire is a dynamic speaker and trainer armed with 16 years of experience. As the first Malaysian Team Coach and Consultant from Leadership in Motion USA, she has have trained over 100,000 participants in Malaysia, Singapore, Brunei, Dubai, Thailand and Indonesia. Claire has been featured on TV2 in a motivational series of programs entitled "Live, Love, Laugh" where she facilitated four motivational topics: "Habits", "Self-Image", "Self-Transformation", and "Strengths and Vulnerabilities". She has also been invited to share about the power of teamwork in BFM Radio Station, as well as Radio Television Brunei (RTB) for a series on Motivational topics.

RELATIONSHIP MANAGEMENT AT WORK – THE ART OF ENGAGING AND INFLUENCING OTHERS

by Zarina Zainal (24 April 2019, 1130-1330)

Doors open quickly for such a person who have a good relationship with others. It plays an important part in work success. Isn't it good to be likeable, pleasing to talk to and delightful to be around in the workplace? This session helps you to understand and identify your personality and those around you so that you may optimize your power of engaging, influencing and attracting to build affinity with superiors, colleagues, staffs and clients! Communicate in confidence and magnify your presence!



ZARINA ZAINAL

Zarina has been featured in numerous local magazines and newspapers and has also conducted live interviews on local broadcast stations in the likes of NTV7, TV9, Astro Awani and Astro Vanavil on various topics of self-development. Zarina was invited to host as the Resident Life Coach for the 'all women' radio station Capital FM 88.9, aired every Thursday at 8.00 am for almost 2 years ending in 2015. She is passionate about life-long learning and truly believes that "You Shape Your Destiny".

HAVE A LITTLE FUN! POLISHING YOUR PROFESSIONAL IMAGE

(24 April 2019, 1430-1700)

An individual's ability to project a positive confident image will result in higher credibility, productivity and performance, better interpersonal relationships, increased job satisfaction, and not to mention, leaving a positive and powerful lasting impression to everyone you meet. An instructional and inspirational makeup 101, we are going to guide you through a personalized beauty lesson. In this customized session, we will show you how to replicate each step of the look, so you can nail it at home. 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.

YOU CAN BE BRANDED – BUILD YOUR PERSONAL BRAND

by Ana Cheong (25 April 2019, 0900-1100)

People say confidence is the most attractive thing a person can wear. Personal branding is the means by which people remember you. The brand you build around yourself is perhaps the single most important way to stand out in your spheres of influence. The successful and savvy ones will develop a compelling personal brand and promoting it. In this session, participants will get access to tips and insights that cover topics such as how to build your very own personal brand and promoting it to get the most out of your career.



ANA CHEONG

Ana Cheong is a Certified Image Professional at Association Image Consultant International (CIP, AICI) and currently the Vice President of Certification of AICI. AICI has 36 chapters around the world and is the

most prestige international image consulting association that offers certification to image consultants that intend to pursue international standard in their profession. Her involvement in retail of premium fashion brand i.e. Karl Lagerfeld and Bally give her the knowledge in identifying refined quality attire and items that help an individual to create a strong personal brand. Her interest in image and brand management also lead her to take on the task of building one of the top Asia cosmetic brand Laneige and expanding its market share in Malaysia.

EMOTIONAL RESILIENCE – DEVELOPING STRENGTH IN EVERYDAY LIFE

by Kate Lim (25 April 2019, 1130-1330)

Since the pace and intensity of contemporary work culture are not likely to change, it is more important than ever to build resilience skills to effectively navigate your work and life. Every action that we take, every thought that we think, every word that we speak are first generated in our brain. If you know how to tap your brain correctly, you shall have the key to manage and handle any emotions, stress or adversity that arise. This session teaches you simple ways to activate the part of the brain that allows you to build resilience, be creative and be able to improvise no matter what happen. You will discover how to develop your inner strength to smash through negativity and grab back the control of your life!



KATE LIM

A seasoned guest speaker for AI FM on psychological wellness and health-related topics, Kate Lim is a passionate Psychologist, certified Clinical Hypnotherapist and Certified NLP Coach who has invaluable ability

to transform clients' emotional distress and cluttered mind into life changing learning experiences and opportunities. She excels at articulating concept and educating clients to break free from self-imposed limitations and to expand opportunities in life. Kate holds a First-Class Honours Degree in Psychology from University of Reading (UK) and a Master's Degree in Occupational & Organizational Psychology from University of Surrey (UK).

TURBOCHARGE YOUR PERFORMANCE AND ACHIEVE GREATER HEIGHTS

by Aida Ainun (25 April 2019, 1430-1630)

We are all easily affected by our body's health and fitness, mind-thought process and environmental factors. To unmask our hidden potential and extend our comfort zone, we will need to understand our lifestyle habits which contribute positively and negatively to our stamina and performance. In this highly practical and experiential 2-hour, participants will undergo a series of activities which analyze and boost body and mind functions instantly. When you recharge your life, serendipitous events unfold and lead to awaken inherent power and wisdom that you never thought existed.



AIDA AINUN

Aida Ainun, a cognitive consultant specialises in developing mind, body and brain. She dedicates her time to research and educational programs to empower women of the world and children of the future. She has been

appointed as the Head of Liaison and Research with Science and Welfare Organization (SWO) in the United States and India. Aida is passionate about inspiring lives and contributing positive changes to the world. She has been providing to date, educational talks and seminars around Malaysia to help people improve their health and mental strength resulting in better work-life achievements.

DAY 1 DINNER SPECIAL – UNDERSTAND AND PRACTISE DINING ETIQUETTE

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?

During Dinner Etiquette

- 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

REGISTRATION FORM

24-25 APR 2019 | THE BOULEVARD MID VALLEY



ELITE ESSENTIAL
INTEGRATING PEOPLE AND KNOWLEDGE

WORKSHOP TITLE

The Elite Secretaries Conference
24-25 April 2019, The Boulevard Mid Valley

GROUP OF 5-9 PAX

RM 1899
per person

GROUP OF 4

RM2099
per person

EARLY BIRD

RM2199
per person

NORMAL RATE

RM2299
per person

Notes:

- Kindly contact Elite Essential should additional accommodation is required.
- Early bird rate applies to registration received 1 month prior program.
- For group registration of 10 pax and above, please contact Elite Essential for exclusive rate.
- Prices not inclusive of 6% Service Tax.

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

ORGANISATION:

SST 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