The power of first impressions and the impact image makes on your career.

Advantages of developing a confident, polished professional image and how to use it to leverage on client-relations and performance effectiveness.

New insights on how to make better selections and how to co-ordinate your personal colours, styles, fabrics and accessories in ways that flatter the individual, and are appropriate for the business.

Confidence and how to influence others as personal and professional development translates into a positive change in attitude, appearance and actions.

We live in a highly visual world where appearances matter and powerful first impressions are made within 30 seconds of meeting someone. An employee’s appearance influences the esteem, prestige, authority and desirability people assign to your organization, product or service. Employees and staff with high levels of personal presentation and professional etiquette are cost effective and create visual branding of the company.

This 2-day workshop will help participants present the image of them that best illustrates your organization, distinguishing it from competitors. It will also help unleash high-performing employees into “stars” for your organization.

This two-day workshop will help participants learn:

- The power of first impressions and the impact image makes on your career.
- Advantages of developing a con-fident, polished professional image and how to use it to leverage on client-relations and performance effectiveness.
- New insights on how to make better selections and how to co-ordinate your personal colours, styles, fabrics and accessories in ways that flatter the individual, and are appropriate for the business.
- Confidence and how to influence others as personal and professional development translates into a positive change in attitude, appearance and actions.

How you will learn:

It will be a highly interactive session; with 90% activity-based experiential learning, so that participants grasp new concepts in a fun and safe-learning environment. The training methodology will include: Short lectures, Role-plays, Activities, Presentations, Discussions, Hands-on Practical Training, Videos.

Who should attend?

Front Office staff, Marketing, Sales, Corporate Communication staff, Training Executives, Training & HR staff, Secretaries, Executive Assistants, Heads of departments, Managers, Senior Management, Directors and individuals who wish to project a professional image and communicate effectively.
PROFESSIONAL IMAGE GROOMING AND BUSINESS ETIQUETTE

Date: 15 - 16 June 2015

Course Outline

Course Overview
Creating Great First Impressions!
- ‘Walk the Talk’ – Importance in projecting Your Company’s Brand
- Closing the gap between your Personal Brand and Your Company’s Brand
- Your Image Audit
- The 3As of Image Management

Projecting Your Company’s Brand Through Wardrobe Management
- Using suitable attire to project Your Company’s Brand
- The fundamental dos and don’ts of business dressing in the 21st Century
- Organizing and planning your work wardrobe
- “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
- The Perfect Suit - Understanding good fit and quality
- Observing details – stitching, lining, patterns, lapels and collars, vents
- 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
- What to dress to accentuate your best assets
- Coordination Strategies – Rules of threes

Your Corporate Make-Over (both Gentlemen & Ladies)
- From Basics to Sophisticated
- Understanding products and cosmetics
- Makeup routine (step by step guide)
- Normal skin care regime
- Easy ways to do up your hair with style & professionalism
- Personal Hygiene – Understanding how to apply Deodorant, EDT or EDP

Recap Day 1
Creating Your Winning Presence
- Bringing out your elegance with poise & posture
- Displaying your confidence with right gestures
- Pleasing facial expressions & confident eye-contact
- Power smiles and touch
- Respecting personal space

Your Business Etiquette & Protocol
- Etiquette & Protocol of handshaking, addressing titles
- Introduce yourself and others with confidence
- Forms of address and greetings for Royalty and other VVIPs
- Dress Code: for different functions, gentlemen and ladies
- How to remember people’s names.
- Business Cards & Seating Guests

The Art of Networking
- Learn the art of making “small talk.”
- Taboo conversations vs safe conversations
- Complementing others (faking it and meaning it)
- Good & appropriate sense of humour & being sociable
- How to end a conversation gracefully

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 Cutlery, Crockery and Napkin.
- Table mannerism

Wrap Up / Q&A

End of Workshop

Venue: Istana Hotel Kuala Lumpur

Wendy Lee, the founder of Chapter One Asia, an award winning Brandimage™ Consultancy Firm, has been voted as one of Asia’s most inspiring speakers! She is also the Director of the World’s First Brandimage™ International Institute, a joint collaboration with (OUM) Open University Malaysia.

To date, Wendy has trained and coached more than 60,000 corporate executives, helping them define and refine their brand and image through their appearance, behavior and communication. Her list of corporate clients include Unilever, Sunway Group, CIMB, Bank Negara, Petronas, Citibank, DRB-HICOM, Genting World Resorts, Scope International, UMW, DHL, Shangri-La Hotel, Mandarin Oriental Hotel, and the list continues to grow.

Alongside with her Professional Membership with The Association of Image Consultants International (AICI), The Federation of Image Consultants (TFIC) and The Association of Colourflair Consultants (MACC), Wendy and her team of consultants has also set up MAIBC (The Malaysia Association of Brand and Image Consultants), a non-profit organisation aimed at dedicated to advancing the level of professionalism of consultants and trainers.
**PROFESSIONAL IMAGE GROOMING AND BUSINESS ETIQUETTE**

**Date:** 15 - 16 June 2015

**Venue:** Istana Hotel Kuala Lumpur

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**4 ways to register or enquire:**
- **Tel:** (60) 3 9102 1021
- **Fax:** (60) 3 9102 1022
- **Email:** info@kcom.net.my
- **Web:** www.kcomacademy.com

**Fax to:** +603 9102 1022

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Please register the following delegate(s) for the event

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<tr>
<th>Delegate 1</th>
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**Approving Manager**

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**Registration Contact**

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**Signature & Company Stamp**

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**Important Note**

Upon sending in this registration page, it is understood that you agreed upon the following terms of service: KCOM Management Sdn Bhd reserves the right to change the content, the speaker, the time and/or the venue for the program due to unforeseen circumstances. KCOM Management Sdn Bhd will also not be held responsible should the program be delayed or cancelled due to unforeseen circumstances.

**Cancellations & Replacements**

Upon registering, delegate(s) are considered successfully enrolled in the program. Should the delegate(s) decide to cancel their enrolment, a cancellation fee will be levied.

Cancellations 14 days or greater prior to start of the program will be subject to 50% cancellation fee. Cancellations received less than 14 days to the program is subject to no refund.

Cancellations must be submitted in writing. ‘No shows’ during program days are not considered cancellations, payment will not be refunded. ‘No show’ individuals will be sent a copy of the program’s proceedings. Please note that substitutes are always welcome.

**Important Note**

Please tick/fill-in any of the corresponding boxes below to select your choice of participation:

- 3 participants or more* RM 2,199.00 x delegate(s)
- Early Bird Price* RM 2,399.00 x delegate(s)
- Normal Price RM 2,599.00 x delegate(s)

**Send 3 participants or more at RM 2,199 each**

*validity is until 2nd June 2015.
*early bird price is only valid if payment is received before or on the program date(s).

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