

PUBLIC WORKSHOP

in conjunction with

2010 Secretaries' and Administrative Professionals Week

Workshop Dates

April 19-20, 2010
(Mon-Tue)

Venue

Kuching

Four Points by Sheraton

Workshop Fees

RM 1,250.00
per participant

DISCOUNT

Early Bird Discount

RM 100.00 Discount
per participant
(Pay only RM 1,150.00)

or

Early Bird Group Discount

RM 200.00 Discount
per participant
(Pay only RM 1,050.00)

If you register 3 or more participants from the same Company.

Condition:

To qualify for the discount, payment with registration must be received by 5th April, 2010



Prior approval by HRDC is required. You may submit the application with this brochure.

ASSOCIATE PARTNER



OBJECTIVE

The objective is to equip women with soft skills that will give them the added advantage in the business as well as social environment. Participants will gain a better understanding on the benefits of good grooming, creating a professional presence and appropriate conduct and etiquette in a social and business setting. Participants will gain insights on their personal image and how creating the right image can have a positive impact in both their personal and professional lives.



COURSE CONTENT

GROOMING

1. Projecting a Professional Image

- Professional Image vs Personal Image
- Grooming Standards: Projecting the Desired Professional Image
- Wardrobe
 - i) Dressing for the Occasion
 - ii) Business Outfits by Industry
 - iii) Accessories that Spells Success
 - Body Types – Vertical & Horizontal
 - Lines & Designs
 - Psychology of colour

2. Personal Hygiene & Hair Care

- Hair types and common hair woes
- Hair care for different hair types
- Hair styles for differing face shapes
- Perfumes & Scents – Day vs Night
- How to combat body odour

3. Personal Skincare: Theory & Practical

- Introduction to skin - The 5 skin types
- Identifying individual skin type
- An effective skin care regime
- Healthy habits for good skin

4. Make-up – Creating a Professional Look

- Introduction to Make-Up
- Colour groupings & appropriateness
- Day & Night Make-Up techniques
- Make-Up Demonstration

ETIQUETTE

5. Etiquette

- First impressions, Lasting Impressions
- Meetings & Greetings
- **Business Etiquette**
 - Introduction – how to introduce yourself & others
 - Presenting your business card
 - Important cultural differences

• Social Etiquette

- Creating a professional presence
- Tips to remember names
- Social skills–how to develop it
- The art of small talk

6. Deportment

- Posture
- Sitting
- Walking
- Practical session

DINNING ETIQUETTE

7. Dinning Etiquette

- Intro to cutleries & glasses
- Table settings – British & American
- Proper decorum
- Modern table manners

BODY LANGUAGE

8. Body Talk 101

- Point of Connection - Face & Eyes
- Where do I put my hands & arms?
- Leg Positions
- Personal Bubble & Spatial Cues
- Common Gestures & Actions – Across Cultures
- Matching/Mirroring
- Battle of the Sexes
- Don't Rush to Conclusions

CHARACTER PROFILING

9. Character Profiling

- Identifying individual characteristics
- Advantages & Disadvantages of each character profile
- Effective Communication by differing styles

Special FREE Gift

**Vouchers/Discounts
Worth over RM 5000**



Each Participant will receive a complimentary copy of **My Privilege Book** worth RM 35.00

ABOUT HEXCEL

Hexcel is the pioneer HRD training provider in Sarawak and have been meeting the training & development needs of all level of employees from diverse industries in 20 countries since 1987.

**In-House Training
Available**

Contact Us for Details.



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Disclaimer

Hexcel reserves the right to change the speaker, date and venue or to cancel the program should circumstances beyond the company control arise. Hexcel also reserves the right to make alternative arrangements without prior notice should it be necessary to do so.

DESIGNED FOR

Frontline Executives & Managers, Personnel at the Front Office, Customer Service & Business Centres, Secretaries and Administrative Professionals or individuals who wish to enhance their status quo. (Note: This workshop is for women only.)

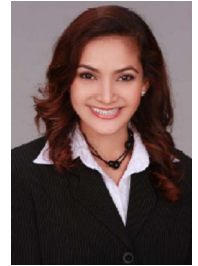
MODE OF DELIVERY

Classroom lecture, practical sessions, live models & role plays.

WORKSHOP FACILITATOR

Zarina Zainal Hexcel's Associate Trainer

A Mass Communication graduate majoring in Public Relations, Zarina Zainal has vast experience in the hospitality industry and in the corporate world. She began her working career with the multinational 5 Star hotel chain, Hyatt Regency Saujana. After gaining much knowledge and experience in quality hospitality service, she took to the skies with Malaysia Airlines, an airline decorated with numerous awards for service excellence. She gained much exposure, insight and training on human behavior, social & dining etiquette as well as immaculate grooming skills.



Her stint in the corporate world began in 1997 and due to her corporate flair, well found knowledge and focused commitment; she rose up the ranks in 5 years to hold the post of Head of Corporate Services with a local subsidiary of KUB Malaysia Berhad. Having more than 13 years experience behind her in both Hospitality and Public Relations, she realized the importance of image and social etiquette and how possessing these skills empower a person to achieve greater heights.

Equipped with the relevant trainings and valuable experience, Zarina is passionate about sharing and imparting her knowledge and skills to women who are eager for self advancement and who aspire to be all they can be. Zarina truly believes that "You Shape Your own Destiny".

REGISTRATION FORM

We nominate the following person/s for "Your Image, Your Brand!"

Kuching: April 19-20, 2010 (Mon-Tue) @ Four Points by Sheraton

1. Name _____ Position _____
2. Name _____ Position _____
3. Name _____ Position _____

Company _____
Address _____

Nominating Officer:

Name _____ Position _____
Tel _____ Fax _____
Email _____

Payment:

Amount _____ Cheque No _____

Date _____ Signature & Company Stamp _____