

# GROOM FOR SUCCESS

*Enhancing An Outstanding Professional Image  
And Business Etiquette*

18 APRIL 2013 ❁ PUTRA WORLD TRADE CENTRE, KUALA LUMPUR



Exclusive  Simply2iti  
Beauty Gift  
for all Delegates

"Good Manners can open doors that the best education cannot,"  
Clarence Thomas.

## INTRODUCTION

This seminar introduces the participants to the key elements and techniques associated with projecting a professional image and business etiquette in the workplace. This program will cover topics like the right image, grooming and business etiquette. Our distinguished speakers will be sharing their thoughts and explain why smart, well-groomed appearance is so important to your (prospective) employers, your career and general relationships with colleagues and customers. This seminar will also help you understand the areas that you personally need to improve to meet these expectations, as well as produce an action plan for improving your appearance and confidence.

## THE OBJECTIVE

- ◆ To give a lasting positive impression of a business & individual or company presented.
- ◆ To get the right impression & portray a positive & harmonious message in :-
  - Business dealings
  - Social interactions with public
  - To represent the relevance of subject matter/cases.
- ◆ To give a more outstanding character to the individual or company.
- ◆ To create a peaceful state in any given environment.
- ◆ Color is a meaningful constant for sighted people and it's a powerful psychological tool. By using color psychology, you can send a positive or negative message, encourage sales, calm a crowd.
- ◆ It is a powerful communication tool and can be used to signal action, influence mood, and cause physiological reactions to your surroundings and influence your bosses and clients.
- ◆ To find out the color that goes well with your overall personality and you can use it as a guideline when buying clothes and accessories without wasting time, energy and money choosing the wrong colors that does not do justice to your appearance & mission.

## VISUAL IMPACT

This topic will basically enhance your business or professional image from top to toe. Therefore, having your own verbal style, appearance, body language and non-verbal practices are all interpreted with equal significance in people's minds. Participants will learn how to enhance and project a professional image whilst maintaining a consistent image.

## WHO SHOULD ATTEND?

This seminar is specially designed for:

- ◆ **Administrators**
- ◆ **Administration Officer (Pegawai Tadbir)**
- ◆ **HR Executives**
- ◆ **Customer Service Executives**
- ◆ **Marketing Professional**
- ◆ **Executive Secretaries**
- ◆ **Executive Personal Assistants**
- ◆ **Senior Secretaries**
- ◆ **Personal Assistants**
- ◆ **Executive Assistants**
- ◆ **Administrative Assistants**
- ◆ **Administrative Coordinators**
- ◆ **Administrative Secretaries**
- ◆ **Office Manager**
- ◆ **Legal Secretaries**
- ◆ **Office Coordinators / Supervisors**
- ◆ **Frontline Officers**



### SPEAKER PROFILE

## DATIN SHARIFAH SHAWATI

Datin Sharifah Shawati Syed Mohd most reputable speaker, consultant and an author of an image book – “Your Image is Your Best Asset”, who has a gifted talent in fashion sense and image transformation. In February 2005, through the Image Asia Training, now known as Academy Image Mastery, Singapore in collaboration with the London Image Institute, she has been certified as a Professional Image Trainer. She is also a member of Association of Image Consultants International(AICI).

Datin Shawati has a Bachelor's Degree in Business Management from Dublin Metropolitan University in Ireland. She is also one of the 500 trainers in Malaysia certified as NS [Neuro-Semantics] & NLP [Neuro-Linguistic] Master Practitioner Coach. These remarkable and exclusive certification enables Datin Shawati to train and coach corporations or individual on developing Emotional Intelligence. She collaborated with various magazines in Malaysia as their columnist such as Jelita Magazine for 1 year, Nona Magazine and 2 years for Mingguan MStar (MStar) in The Sunday Star, where she contributed weekly on every aspect of grooming and etiquette from top to toe and she was a Special Guest Host for Nona TV3, a highly rated Woman's programme which is aired every Sunday, 2.00 – 3.00pm, contributing on issues such as, Image and Etiquette weekly. Datin Shawati was also interviewed by Astro Oasis, capturing her successful journey from her humble beginning till today and Radio Television Malaysia, documented a special documentary on her as one of the “Successful Women of Malaysia”. She is committed to excellence and desired to empower others' lives to their fullest potential. She has been featured in various TV/Radio/Printed Media interviews on her work as an Image Trainer and her professional views pertaining Image Branding, Projection and Building Self Esteem.

Her many experiences begin as a TV Presenter and News Anchor in Kuala Lumpur, Malaysia at a government station called RTM for 5 years. She later joined a private TV station called TV3 for 8 years as an anchor for live talk shows on women's issues. She also had her own shows called 'Fesyen', 'Di Sebalik Tabir' and 'Wanita Hari Ini' besides reading the prime time bulletins. Her years in broadcasting have allowed her to expand her attributes by appearing as public speaker for various events and emceeing at different social and business events for 13 years.

# PROGRAMME

8.00 am - 9.00 am - **Registration**

9.00 am - 9.05am - **Welcoming Note by Chairperson**

9.05 am - 11.00 am

## **How to Make a Great First Impression**

Like it or not, it's true and the work world demands making a great first impression and keeping it. Learn how to make a great first impression

## **IMAGE & GROOMING**

Visual impact on corporate & image branding

- What type of Image do you portray?
- What is a professional Image?
- What is your personal branding?
- Who are you and what would be your attributes and skills
- What are you trying to achieve

11.00 am - 11.30 am - **Refreshment**

11.30 am - 1.00 pm

## **Polishing Your Public Behaviour - Business Etiquette & Social Grace**

- ◆ Colour Analysis & Wardrobe Capsule
- ◆ Psychology of Colours
  - Business Casual
  - Emotional Intelligence in using the right Colors
  - Message in Colours
  - The meaning of Colours
- ◆ Personal Colouring
- ◆ Contrast
- ◆ Proportion & Balance in Colours
- ◆ Focal point in Colours
- ◆ Techniques of Mix & Matching Colours
  - Harmonious Blends & Tones
- ◆ Image Transformation
- ◆ Wardrobe Capsule for Muslimah

1.00 pm - **Luncheon**

2.00 pm - 4.30 pm

## **Live Make-Over - Develop a Professional Image**

We provide invaluable hands-on experience and share with the participants the professional techniques used by our Make-up Artists.

Professional Make Up Artist will demonstrate proper facial care to all participants. Facial products will be provided for live hands-on experience.

- A professional Make-up Artist will demonstrate a live make-over
- Exploring make-up techniques for Day, Night & Formal occasion & workplace

4.30 pm - 5.00 pm

## **Special appearance by Fizo Omar - Time and Priority Management**

Ever felt like growing another pair of arms and legs or more just so you could double-multi-task?

- Reviewing your daily schedule and tasks – actual use of time
- Identify your personal ‘time stealers’

5.00 pm - **Refreshment, Networking & Photo Session**



GUEST SPEAKER

## **FIZO OMAR**

Born as Wan Hafizol bin Wan Omar, this talented celebrity, is no stranger to the Malaysian entertainment industry, be it in sports or the silver screen.

A qualified Civil Engineer, he proceed to pursue his first passion to play football and play for the state of Kelantan and as well the National team. With his charismatic and talent, this sportsman, actor, host and talent, his profession and capabilities go beyond his good looks. With countless participation on the field, in front of the camera and on the runway, Fizo proves to be a champion in any vocation or participation he undertakes. His quiet and somewhat reserved disposition only reveals his charm and charisma further. His good looks and charm and experiences makes him a good candidate for many commercials and endorsements for brands of products and services. He also have about 1 Million registered fans in his fan club ,facebook.. [www.facebook.com/fofanpage](http://www.facebook.com/fofanpage). And also from his twitter @fizoomar.

## **TALENT & POPULARITY COMPETITIONS**

Participated in Hero Remaja Competition in 2008 and came 1st runner up for this event held by Remaja Magazine Nominated in Anugerah Bintang Popular for the “Artis Baru Lelaki Popular – Berita Harian” 2008 Nominated in Anugerah Bintang Popular for the “Pelakon Lelaki Popular – Berita Harian” 2009 Nominated at the Hot Guys 09 – Fun, Fabulous and Fearless Participated in runway shows as a model and was also involved in Runway Projects which included being exposed on Billboards TV Commercial

**REMEMBER**

*People and Diamonds  
have real market value  
once Polished*

# REGISTRATION FORM

## PARTICIPANTS

## DESIGNATION

## EMAIL

1.  
2.  
3.  
4.  
5.


## ORGANISATION

## CORRESPONDING ADDRESS

## CONTACT PERSON

## SIGNATURE

## TEL

## FAX

## EMAIL

## TERMS & CONDITIONS

- FOR PRIVATE SECTOR** - The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment or an undertaking letter is presented.
- FOR GOVERNMENT SECTOR** - A Local Order (LO) or Letter of Approval to participate must be presented before or during the event.
- CANCELLATION POLICY** - For any cancellations, kindly inform the secretariat in writing / fax 3 days before the event, otherwise the conference fees will be billed. Replacement will / can be accepted. No refund for cancellation made after **15 April 2013**.
- REGISTRATION FEE** - **RM990.00 per delegate**.
- GROUP DISCOUNT** - **RM50.00** per delegate will be given for group registration of Five (5) or more from the same organisation (same time and same billing source).  
Fees to include Lunch, Refreshments and Workshop materials / documentation)
- PAYMENT MODE** - All Bank Draft / Local Order / Cheques must be crossed and made payable to  
**WORLDWIDE CORPORATE RESOURCES SDN BHD**
- BANK TRANSFER**  
Bank - Maybank Berhad  
Account Name - Worldwide Corporate Resources Sdn Bhd  
Account No - 5140 5717 4708

All enquiries must be forwarded to:-

Secretariat  
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165 Jalan Ampang, 50450 Kuala Lumpur  
Tel: 603-4142 0960 / 2169 6347  
Fax: 603-2788 3605 / 2169 6168  
Email: noura@globaleventasia.com  
globalevents.wcr@gmail.com  
Attn: Ms Nora (HP: 016-665 6138)  
Ms Sasha (HP: 017-362 0127)

[www.globaleventasia.com](http://www.globaleventasia.com)

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### HRDF CLAIMABLE

The Fee is Claimable from HRDF under SBL Scheme  
(Subject to HRDC Policies and Procedures)



PERANGKAPAN SUKSES MANAJER BERNAMA  
No Siri: 1378

\* The organiser reserve the right to make any necessary amendments to the benefits of this workshop.