



- ▶ corporate image for professionals

Your Image is a powerful business tool. Projecting a professional corporate image is essential for success in the workplace. It represents proper grooming, personal branding, building self-confidence & developing poise. This course provides the skills needed to project a professional image, understand the fine art of making polite conversations while exercising proper dining etiquette at formal functions.

Objectives:

Upon completion of this course, participants will:

- be armed with the right attitude and image especially during initial meetings with corporate clients.
- able to speak eloquently to entice clients into knowing more.
- have the knowledge on the table mannerism of different cultures.
- gain skills necessary to give powerful impressions.
- be able to dress for success.

Contents:

- Personal Packaging & Branding
- Great Grooming-A Lifestyle Checklist
- Greetings and Toasting
- Communicating with Confidence
- Basic Dining Etiquette

Learning Outcomes:

- Identify your personal strengths; and selecting the most appropriate wardrobe to enhance your best features
- Acquire and develop great conversation skills
- Understand and apply proper dining etiquette at a formal function
- Feel more poised and confident!

For successful executives who want to polish their professional business image and acquire exquisite dining etiquette

Date of Commencement: 17, 19, 24 & 26 Aug 2010

Duration: 4 evening sessions

Time: 7.00pm – 9.30pm

Venue: IACT College

Fee: Course: RM350 per participant

HRDF Training Grant: SBL