

# Corporate Image For A Competitive Edge



**Date : 20 - 21 April 2009**

**Venue : IDC Training Room, Petaling Jaya,  
Level 10, E-10-25 & E-10-26, Amcorp Trade Centre**

**Unfair as it may be, we judge others, and in turn are judged by appearance**

**Act Now! Transform Your Image to A Powerful & Successful One!**

The good news is that this is one area of our lives where we can take charge and make significant changes that will positively impact our lives and careers.

## Who should attend?

This program is designed for

- ✓ Managers
- ✓ Marketing Professionals
- ✓ Sales Professionals
- ✓ Corporate Executives and Managers
- ✓ Individuals who wish to project a successful and stylish image!

## Course Duration

**Duration: 2 days workshop  
9am to 5pm**

**Registration on 1st day at 8.30am**



## Course Objectives

- ✓ Recognize the power of first impressions and the impact image makes on their professional and business effectiveness.
- ✓ Realize the advantages of developing a confident, polished professional image and how to use image to leverage client-relations and performance effectiveness.
- ✓ Realize the importance of adhering to the corporate dress code in developing a professional image that relates with the corporate image.
- ✓ Gain new insights on how to make better selections and how to co-ordinate their personal colours, styles, fabrics and accessories in ways that flatters the individual, which are appropriate for the business in the communication industry and will enhance their goals.
- ✓ Enhance confidence by learning about rapport building and net working skills in engaging clients.
- ✓ Create positive service experience that will increase the credibility and image of your staff.
- ✓ Enhance confidence and influence as personal and Professional development translates into a positive change in attitudes, appearance and actions.

Organized by:

**IDC**  
Training House Sdn Bhd

594752 (M)

HRD Approved Training Provider (AO543)  
Ministry of Finance (Reg. No 357-02088676)

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## Speaker Background

**Wendy Lee** is one of the few internationally trained and qualified image consultants in Malaysia, under the mentorship of Ann Reinten of 'The Australian Image Company' and Pat Vincent Scott of 'The Colourflair Studios, UK'.

Her passion lies in helping men and women define and refine their image and style through wardrobe, communication, and etiquette and protocol skills.

She has since garnered considerable media recognition for her expertise in the image field with TV appearances in Astro's Magazine TV Programme – Charming Rendezvous, 8TV's Eve's Diary and NTV7's The Breakfast Show, together with exclusive commendation in The Star, The News Straits Times, CLEO, Her World, Malaysian Women's Weekly, CittaBella, Rias and Jelita.

Wendy has also been invited to chair and speak at conferences in Singapore, Indonesia and Thailand. She received rave reviews and was voted as one of the most inspiring speakers!

In year 2004, Wendy was awarded the Asian Image Consultant of the Year by The Australian Image Company. She was invited to be one of the panel judges for The Miss Astro Chinese International Pageant 2005 and 2006 as well as for The Subsidiary Titles Award. She was also a guest speaker for the 11th Malaysia International Jewellery Fair, which was hailed as a record breaker of the **Malaysia Book of Records as the "Biggest Jewellery Fair" since 1994.**

Her list of corporate clients include

- ✓ CIMB, RHB, Bank Negara, Citibank, Amcorp Group
- ✓ Muda Holdings, Genting World Resorts, UMW, Plus Expressways, Peremba Berhad, Malaysian British Institute
- ✓ DHL, Nationwide Express, Percetakan Nasional Berhad, Val-Asia Technologies Berhad, Kontena Nasional
- ✓ Le Meridien Hotel, The Grand Millennium, Mandarin Oriental Hotel, Westin KL, Pan Pacific KLIA, Palace of The Golden Horses

## Course Outline

### Module 1

- ✓ Business Wardrobe Management
- ✓ Colours and the Business World

### Module 2

- ✓ Best Styles and Fabrics for Business Wear
- ✓ Best Fit for Business Wear

### Module 3

- ✓ Professional Make-up & Grooming for Women
- ✓ Professional Grooming for Men

### Module 4

- ✓ Business Body Language

### Module 5

- ✓ Business Meeting Etiquette

### Module 6

- ✓ Networking Essentials

### Module 7

- ✓ Fine Dining Essentials



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## REGISTRATION FORM

Name of Applicant(s) Mr / Ms / Dr / Ir (Others)	Designation(s)	Contact No. (H/P)
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		
Company Name :		
Correspondence Address :		
Tel : _____ Ext. : _____ Fax : _____		
H/P : _____ E-mail : _____		
Contact Person :		Designation :

	Group Package Minimum 3 delegates	Early Bird Package (with payment)	Normal Price
Course Fee (per person)	RM 700	RM 880	RM 980
Closing Date	3 Apr 2009	20 Mar 2009	3 Apr 2009

Please download the location map from: [http://www.idc-training.com/map/idc\\_map.pdf](http://www.idc-training.com/map/idc_map.pdf)

### Terms and Conditions

#### Payment of fees

Fees include course materials, lunch & tea breaks. Bookings received without payment will be treated as provisional which does not guarantee a place. Please make payment before the course commences. In order to be entitled for the Early Bird Package, course fee has to be paid in full, no later than its closing date specified above.

#### Changing delegate details

There will be no charge if a substitute person wishes to replace the original delegate. Please inform our office of any change to the original booking at least 3 working days prior to the start of the course.

#### Cancellation or alteration of courses

IDC reserves the right to make changes on the instructor and venue if the needs arise due to unforeseen circumstances.

Please **fax** / **email** your completed form, or for further information, contact:

**Wen Wen / Stephanie / Shanti**

#### General Line:

**60-(3) 7956 5126 / 5239**

**60-(3) 7956 5298 / 5139**

**Fax : 60-(3) 7956 1536**

**Email : [info@idc-training.com](mailto:info@idc-training.com)**

**Website : [www.idc-training.com](http://www.idc-training.com)**

#### IDC Training House Sdn Bhd

E-10-25 & E-10-26, Level 10,  
Amcorp Trade Centre, Menara Melawangi,  
18 Jalan Persiaran Barat, Petaling Jaya,  
46050 Selangor, Malaysia.

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