The Winning Image

Day 1
The Building Blocks of Professional Etiquette

There are no second chances in our fiercely competitive world, a poor impression can ruin your chances of success before you have opened your mouth and etiquette faux pas can leave even the most talented individual out in the cold.

Subject covered:
- The Building Blocks of Etiquette
- Professional Etiquette
- The Golden and Global Rules of Business and Social Etiquette
- Body Language
- Hosting a business lunch
- Tiny Turnoffs That Leave lasting Impressions
- How to excel At the Art of Self-Promotion
- Mastering Introductions
- How To Master A Great Impression
- 1st Impression
- How To Determine The Right Image For Your Workplace

Day 2
Personal Colour Magic

Psychologist have determine that colour is the first thing noticed about a person. Its impact is immediate and lasting. These facts make the discovery of the colours that work best for you and essential component in an image management program.

This workshop will explore your personal colours and includes a personal colour chart for each participant.

Each participant will bring home a personalized colour and notes and discovers;
- Color Contrast – using colors to speak for you during interviews, business presentations
- How to make an impact or to blend yourself into the environment? The choice is yours!
- How to draw the right kind of attention.

Your Personal Colors – Personalized Coding for every participant:
- What are the colors that speak for you?
- Know the colors that work best so that you know when to invest on core colors and when to avoid spending too much or wasting money on accent colors (i.e. colors that go with few other basic colors)
- Breaking the rules with colour – wearing those colours you couldn’t before
- Changing you look overnight – making it work
- Managing your Wardrobe Dollars TO Ensure Value & Quality
- Shopping Strategies and Personal Dressing System
- Mastering Professional Dress Codes
- The Role of Fashion In A Business
- The Psychology of Colour (Turning On The Brain)

Programme Details

Time: 8.00am - 5.00pm
Registration: 8.00 - 8.30am
Seminar starts at: 8.30am
Morning refreshment: 10.30am
Luncheon: 12.30 pm
Seminar resumes: 2.00 pm
Afternoon refreshment: 3.45 pm
End of the day: 5.00 pm

Date: 21-22 May 2007
Venue: Hyatt Regency Kinabalu
Price*: RM499 per person
RM459 per person for groups of 3 & above
* Inclusive of seminar materials, lunch & tea breaks

Payment Details

We will be sending payment RM for (number of participant(s)).
- Cash
- Cheque No __________________________ (Payable to SEDCO)

For enquiries and further details, please contact
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