



Professional Image & Grooming

Date: 7th – 8th April 2009

Venue: outLOUD Academy, Damansara Perdana, P.J.

WORKSHOP DESCRIPTION

Personal image and projection has become increasingly more important in today's competitive environment. People worry about such things as "making a fool of myself" and "looking stupid". This workshop provides dozens of practical ideas, techniques, and principles that will enable you to harness the tremendous power of personal image and projection.

WORKSHOP OBJECTIVES

- To launch yourself to success with professional personal image and projection
- To develop the belief that you can achieve success
- To develop powerful first impressions and lasting impressions
- To understand the importance of dressing and hairstyles
- To leverage on our physical appearance to enhance communication

WHO SHOULD ATTEND?

Front Liners, Executives



Facilitated by Wendy Lee
Associate Consultant
outLOUD Studios Sdn Bhd

Wendy Lee serves as the Principal Consultant of Chapter One Colour, Style and Image Consultancy and associate consultant with outLOUD Studios Sdn Bhd. She holds a Bachelor of Science (Hons.) degree, with a Chemistry Major from University of Malaya. She trained under Ann Reinten of 'The Australian Image Company' and Pat Vincent Scott of 'The Colourflair Studios, UK', and became one of the few internationally trained and qualified image consultants in Malaysia.

She carries with her a wealth of experience in the areas of strategic marketing, business development, sales and customer relations after spending almost a decade in the corporate sector. Wendy has travelled extensively to various countries and was instrumental in developing markets for Malaysia, Singapore, Thailand and The Philippines. Her extraordinary marketing trait, led her to clinch the prestigious Salesperson of the Year Award, making her one of the top 10-sales/marketing person worldwide.

Wendy has personally engaged and conducted various receptive seminars within an array of top tier administration elites, from business leaders, professionals to education pioneers and their peers. Boasting attendances from deans, deputy deans, professors and lecturers of University Malaya, management officials from hotel chains, banks, hospitals, as well as the average Joe, Wendy has displayed a tireless commitment to ensure that everybody benefits from her workshops.

PROFESSIONAL IMAGE AND GROOMING WORKSHOP

WORKSHOP OUTLINE

Introduction: First Impression – The Impact of Your Image

- Setting training objectives and goals
- Image & Etiquette Quiz
- Perceived Image vs. Received Image
- Your Image vs. Your Corporate image
- Importance of appearing professional:
 - Appearance
 - Deportment
 - How we speak
 - How we carry ourselves

Module 1a: Business Wardrobe Management

- Develop a professional image that means business
- Impression Management - Appearance and Success
- 7 Steps to a Polished Professional Image
- Visual Slimming – What not to wear
- Coordination Strategies – Rules of three's

Module 1b: Colours and the Business World – what works, what doesn't

- Understand how to mix and match colours using colour drapes
- Learn the psychological effects of colours
- How colours shape your personality
- Analyse colour contrast levels for a professional impact
- Best colours for pants/skirts – suits, jackets, dresses, blouses, tudungs, etc
- Visual Slimming – Camouflage Techniques

Module 2a: Best Styles and Fabrics for Business Wear

- Best lengths and proportions for jackets and skirts.
- Your Bodyline Analysis – Practical Measurements
- Self-Discovery on your body type and figure proportions
- Lines, designs, balance, harmony and texture for professional dressing

Module 2b: Best Fit for Business Wear

- Mixing fabrics & patterns
- Learn what collars suit your face
- Learn the art of dressing "business casual" for all occasions.

Module 3: Professional Make-up & Grooming for women:

- Basic skin care
- How makeup can help ladies in their careers
- Understanding products and cosmetics
- The professionally groomed look
- Your Professional Make-up Colours
- Makeup routine (step by step guide)
- Preparing the face for the makeup
- Makeup maintenance tips during work
- Proper makeup removing techniques
- Learn hair-bunning techniques with professional accessories
- Learn various ways of tudung tying

Module 4: Business Body Language

- Positive and Negative body postures and gestures
- Increase Your Face Value
- Where you sit can change how people look at you
- What is effective eye contact?
- Power smiles and touch
- Respecting personal space
- The Magic of Rapport
- The Power of Your Voice

Module 5: Business Meeting Etiquette

- Meeting & Greeting Savvy
- Handshakes
- Business Card Etiquette
- How To Remember Names
- Telephone Etiquettes

Module 6: Summary – Your Action Plan

- Made to Succeed – Star Qualities and Toxic Traits
- Values / Beliefs / Attitude
- Establish Your Image Standards
- Manage Your Visual Impact

REGISTRATION FORM

PROFESSIONAL IMAGE AND GROOMING WORKSHOP

7TH – 8TH APRIL 2009, OUTLOUD ACADEMY, DAMANSARA PERDANA, P.J.

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

WORKSHOP INVESTMENT - RM 1900 PER PARTICIPANT

*The investment includes lunch, refreshments and training materials. **The program is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the program at the same time and are from the same organization.

WAYS TO REGISTER

All cheques are to be made payable to **outLOUD Studios Sdn Bhd** and mail payment together with this registration to:

**D-05-11, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 4098 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

HUMAN RESOURCE / APPROVING MANAGER: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

HOW DID YOU KNOW ABOUT THESE EVENTS?

Kindly tick (✓) your choice(s)

- From Email Notification
- From Colleague, Management, HR or Training Department
- Others: _____

Version 1.2

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Contact Person:

Invoice Number:

Remarks: