



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

 **25-26 OCTOBER 2021**
TERENGGANU

THE POWERFUL OF IMAGE BRANDING

BUSINESS PROTOCOL AND DINING ETIQUETTE FOR MANAGERS

LEARNING OUTCOMES

OBJECTIVE

- Identify the direct impact of individual image towards the organization.
- Analyze the needs for improvement of image and professionalism.
- Provide guidelines for personal and professional appearance.
- Improve individual internal and external communication.

- Identify the weakness of individual image and develop the potential for their careers advancement.
- Understand the advantage of self image and adapt into their organizations working culture.
- Able to practice professional style and appearance to the public.
- Able to execute the art of communication efficiently.

PROGRAMME OBJECTIVES

- Module 1 - Your Personal vs Professional Brand Values
- Module 2 - The High Class Image - Strategies to Bring Up Your Corporate Look!
- Module 3 - Building Etiquette for Professional Relations
- Module 4 - Your Business Body Language (non-verbal)
- Module 5 - Build Up Your Professional Communication Skills
- Module 6 - Professional Make-Up Grooming, Hair & Hijab Styling

FACILITATOR

RINA BAHA is a Certified Professional Image Consultant, an internationally Certified Color Analysis Consultant from By Ferial Training & Image Consulting, Australia, SWET Advancement Centre Sdn Bhd and APIP Malaysia.

She has vast experience in the Office Management, Administration and Secretarial profession whereby she spent 24 years working with The New Straits Times Press (M) Berhad, Arab Malaysia Berhad, Park May Berhad, Faber Group Berhad and Khazanah Nasional Berhad.

Graduated in Human Resource Management from Institute of Human Resource Management (MIHRM), Executive Secretaryship from Stamford College, a Professional Learning Facilitator by Take Charge Learning Facilitator System (PLF), Certified Trainer by HRDF, Certified Skin Care Product Trainer from Nu Skin Malaysia, an Internationally Certified Yoga Laughter Leader, Speaker & Motivator.



REGISTRATION FORM

To confirm your registration, please complete this form including payment.

YES! Please register the following participant(s) for this course

I am interested but unable to attend. Please put me on your mailing list

Please tick (/) where applicable

Course Name : **THE POWERFUL OF IMAGE BRANDING, BUSINESS PROTOCOL AND DINING ETIQUETTE FOR MANAGERS**

Date : **25-26 OCTOBER 2021**

Venue : **Terengganu**

Fee : **RM1050.00** per pax **RM950.00** per pax
(3 persons and above from the same organisation)

Includes refreshment, course material & Certificate of Attendance

Please contact MS. MAIZATUL at 07-5215166 / 012-771 8270 for special package (more than 20 persons)

*DETAILS OF PARTICIPANT ATTENDING THE COURSE :

Bil.	Name of Participant	Mobile No.	E-mail	NIRC	FEE (RM)

(Please attach a separate list if necessary)

*UTMSPACE respects the privacy of its customers with regards to personal data. For further details, please visit www.utmspace.edu.my/pdpa

Total

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* If applicable

Cancellations received in writing 30 days prior to the programme are eligible for refund, subject to a 15% cancellation fee. Cancellations received less than 14 days from the date of the programme are not eligible for a refund. However, substitute attendees are welcome. Please note that the speakers and topics are confirmed at the time of printing. However, circumstances beyond the control of the organisers may necessitate substitutions or cancellations of speakers and/or topics. As such UTMSPACE reserves the right to alter or modify the advertised speakers and/or topics.

Authorised Signature* : _____ Date : _____
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MODE OF PAYMENT

A. Cheque or Bank Draft

Cheque No. / Bank Draft No. : _____ Bank/ Branch : _____

All crossed cheque / bank draft should be made payable to Account Name : UTMSPACE
Account Number : 8601518228 | Bank Name : CIMB Islamic Bank Berhad | Branch : UTM Skudai, Johor

B. Telegraphic Transfer / Local Order

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| Terms & Conditions Apply |

FOR FURTHER INFORMATION, PLEASE CONTACT :

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