

# Corporate Image and Business Etiquette

MEDIUM : Cantonese / English

COURSE CODE : CIBE

DURATION : 1 Day

FEE : HK\$3,480

EARLY BIRD : HK\$3,180

7 June, 2018 (Thu)

## The role of personal branding and networking in establishing and enhancing your company's corporate message

In today's competitive business world, projecting a positive, professional image as a representative of your company is vital to your company's and your personal success. Before selling a product or your company, you have to sell yourself first.

By utilising *role-playing*, *feedback sessions* and *discussions*, the seminar will provide the knowledge and skills required to conduct oneself more confidently in business and social occasions, build deeper relationships that focus on giving and sharing and building a professional, corporate image.

After attending this workshop, participants will be able to:

1. Project their company's corporate branding through an understanding of the principles of successful personal imaging
2. Define the importance of their appearance
3. State how body language influences professional image
4. Build rapport, business leads and relationships with effective skills in networking and small talk
5. Socialise gracefully at cocktail and business lunch
6. Demonstrate good dining etiquette with ease
7. Apply principles promoted in this seminar to your work environment "consciously"
8. Speak a precise and credible language
9. Practise active and empathetic listening
10. Give and get feedback to drive continued improvement
11. Be aware of own and others' communication behaviours
12. Adapt communication styles
13. Select suitable communication channels
14. Apply effective communication face to face, on the phone and via writing

### Methodology

We use a multi-sensory approach to learning, which includes: *Discussion*, *Role-play*, *Dining etiquette practice session* and *Coaching*  
Our process of facilitation is:

- Transfer knowledge and the best practices
- Apply the knowledge and build the skills through an activity
- Debrief the learning

### Course Outline

#### 1. Project a Positive and Professional Image

A *discussion* will occur in which participants discover the link between their personal image and the role they represent at their company. We will *discuss*:

- The identity and corporate branding of the company
- Image and personal branding
- The link between the company, your role and yourself
- Discover the five (5) ways in which you communicate your personal brand

#### 2. Introduction to Small Talk

Participants will play a *game*, "The Talking Marathon" to introduce participants to the art of small talk. *Debrief* will follow on areas that were easy and those that were difficult.

#### 3. Social Skills and Networking

Through *role-play* and *discussion*, the following will be explored and demonstrated:

- Building rapport
- Appropriate topics and topics to avoid
- Approaching someone
- Handling interruptions
- Deepening the conversation
- Leaving a group
- Doing follow-up
- Dealing with the person who doesn't want to talk
- Common conversational mistakes

#### 4. Role-play on Networking Scenarios

The participants will *role play* approach and introductions in different scenarios which may include:

- Cocktail receptions
- Business lunch
- Property viewing

#### 5. Business Etiquette

Through *discussion* and *role-play*, the participants will gain tips on:

- Introduction
- Handshake
- Name card handling
- Body language
- Emotion management

#### 6. Dining Etiquette

The participants will explore dining etiquette through the following activities:

- *Discussion* on the universal do's and don'ts
- *Demonstration* of Western and Chinese dining etiquette
- *Practice session*

#### 7. Dressing to Influence

Discover tips on dressing successfully to project your company's corporate image and yourself with confidence and success.

Topics include:

- Business dressing do's & don'ts for men and women
- Fashion Personalities
- Colour co-ordination and accessories
- Grooming
- Special occasion dressing
- The Total Look
- Upfront feedback

# COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
<b>May 2018</b>								
2	May-08	Assertiveness Skills Workshop	NEW ASW	1	HK\$3,480	HK\$3,180 Apr 13, 2018	Apr 18, 2018	C/E
	May-09	Finance for Non-Finance Executives	FNFM	1	HK\$3,480	HK\$3,180 Apr 13, 2018	Apr 18, 2018	C
	May 10-11	Managing People for Win-Win Results	MPWWR	1	HK\$6,480	HK\$5,980 Apr 13, 2018	Apr 18, 2018	C/E
3	May-15	Creative Thinking and Innovation	NEW CTI	1	HK\$3,480	HK\$3,180 Apr 20, 2018	Apr 25, 2018	C
	May-16	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Apr 20, 2018	Apr 25, 2018	C/E
	May-18	Customer-Focused Prospecting	CFP	1	HK\$3,480	HK\$3,180 Apr 20, 2018	Apr 25, 2018	C
<b>June 2018</b>								
2	Jun-05	Win-Win Negotiation	NEW WINWIN	1	HK\$3,480	HK\$3,180 May 11, 2018	May 16, 2018	C
	Jun-06	Expert Sales Strategy	ESS	1	HK\$3,480	HK\$3,180 May 11, 2018	May 16, 2018	C
	Jun-07	Corporate Image + Business Etiquette	CIBE	1	HK\$3,480	HK\$3,180 May 11, 2018	May 16, 2018	C/E
3	Jun-13	Creative Problem Solving and Decision Making	NEW CPSDM	1	HK\$3,480	HK\$3,180 May 18, 2018	May 23, 2018	C
	Jun-14	Personality Styles and Team Communication	NEW PSTC	1	HK\$3,480	HK\$3,180 May 18, 2018	May 23, 2018	C/E
	Jun-15	Interviewing Skills to Recruit the Right Candidate	ISW	1	HK\$3,480	HK\$3,180 May 18, 2018	May 23, 2018	C/E

C = Cantonese, E = English

**TIME:** 9:00 am - 5:00 pm daily **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

\* Fees include refreshments and buffet lunch

**PAYMENT AND CONFIRMATION:**

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

**CANCELLATION AND SUBSTITUTION POLICY:**

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

**ATTENDANCE CERTIFICATE:**

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

*Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.*

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person :** (Mr / Ms)  **Job Title :**

**Direct Line :**  **Email Address :**

**Mobile :**  **Fax :**

**Authorized Person :** (Mr/Ms)

**Job Title :**  **Direct Line :**

**Signature :**  **Date :**

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**  
Please tick (✓) if you require a receipt

**BY PHONE:**  
Call Miss Mak at:  
**2838-1182**

**BY POST TO:**  
Communication Engineering Ltd.  
Room 903, Connaught Commercial Building,  
185 Wan Chai Road, Wan Chai, Hong Kong

**BY FAX:**  
Send enrolment form above to our FAX at number:  
**2838-7122**

**BY EMAIL:**  
[cel@celhk.com](mailto:cel@celhk.com)