

Public Course Calendar

April to June 2015

April 2015

Apr-13	Business Networking Skills		[C/E]
Apr-14	Corporate Imaging and Business Etiquette		[C/E]
Apr-15	Effective Business Writing		[C/E]
Apr-16-17	Survival Skills for Managers and Supervisors		[C/E]
Apr-20	Mastering Communication - Practical Skills using NLP		[C/E]
Apr-21	Succession Planning and Identification of Potentials and Talents		[C/E]
Apr-22	Team Building for Results	NEW	[C/E]
Apr-23	Creative Thinking and Innovation	NEW	[C/E]
Apr-24	Blue Ocean - Problem Solving and Decision Making 【藍海解難與決策】		[C/E]
Apr-28	Effective Meeting Skills		[C/E]

May 2015

May-06	Coaching to Develop Individuals	NEW	[C/E]
May-07	Managing Conflicts in the Workplace		[C/E]
May-11	Crisis, Brand and Reputation Management		[C/E]
May-12	Operational Risk Management		[C/E]
May-13	Persuasive Presentation Skills Workshop		[C/E]
May-14	Interviewing Skills Workshop		[C/E]
May-20	Problem Solving and Decision Making		[C/E]
May-21	Leadership Skills Workshop		[C/E]
May-21	Influencing and Negotiation Skills Workshop		[C/E]
May-22	Effective Communications & Interpersonal Skills in the Workplace		[C/E]
May-22	Effective Teamwork	NEW	[C/E]
May-28	Time and Task Management		[C/E]
May-29	Enhancing Personal Effectiveness		[C/E]

June 2015

Jun-01	Negotiating Skills for Buyers		[C/E]
Jun-03	Managing and Measuring Vendor Performance		[C/E]
Jun-03	Handling Complaints and Difficult People	NEW	[C/E]
Jun-05	Contract Management		[C/E]
Jun-11-12	Face-to-Face Selling Skills	NEW	[C/E]
Jun-16	Managing Conflict and Disagreement		[C/E]
Jun-17	Assertiveness Skills Workshop		[C/E]
Jun-23	Managing Performance through Coaching	NEW	[C/E]
Jun-24	Developing Team Effectiveness and Collaboration	NEW	[C/E]
Jun-25	Presentation and Communication Skills	NEW	[C/E]

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Your Strategic Partner in People Development and Talent Management

Specialty Course

new

Marketing Creativity

MEDIUM : English

DURATION : 2 Days

At last there is a breakthrough course in Marketing. It's called Marketing Creativity. This highly interactive and practical two (2) day course combines creativity and marketing in a fresh, new way. Consumers, retailers and suppliers are demanding more creativity and innovation across every marketing activity. In this course you will learn how to do this. Competing on ideas and imagination is the one thing that established competitors fear the most.

Target Participants

1. Product, brand and marketing managers, leaders and executives will learn how to develop more creative and effective marketing plans, strategies and actions
2. Advertising, PR and media professionals will learn how to think more creatively and add more value to their clients.
3. Market research, insight, NPD and innovation executives will discover a more innovative way to transform their rich insights into big, powerful concepts.

Methodology

The course will be highly interactive, energizing and challenging. It will force participants to examine, explore and sometimes escape their long-held beliefs about marketing concepts and practice. The course will be a proven mixture of theory and *practical exercises*, *case studies* and research results. Participants will be encouraged to bring along and work on real problems, issue or opportunities.

Course Outline

1. Participants will experience and learn a new, more generative way of thinking about the consumer experience, brands and products.
2. You will learn a new set of creative thinking tools you can apply immediately to generate new product and brand building ideas and growth opportunities.
3. Participants will learn how to escape their self-limiting assumptions and beliefs about their market-place.
4. You will feel more confident in your own creativity and be able to unleash the creativity of your team. Your brainstorming sessions will really come alive!
5. The course will enable participants to transform their brand and marketing plans and strategies so they are not 'me-too' but successful and differentiated.



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RECORD UPDATE		
<input type="checkbox"/> Please ADD to your mailing list	<input type="checkbox"/> Please UPDATE my record	<input type="checkbox"/> Please DELETE my record
Company: _____		
Business Address: _____		
Name: (Mr/Mrs) : _____		Job Title: _____
Tel: _____	Fax: _____	Email: _____
Requested by: (Name)	Job Title:	Tel:

Please **1. Tick (✓) the appropriate box** **2. Complete the form** **3. Fax or e-mail this page to CEL together with the above label.** *Thank you very much for your help.*

About CEL

Communications Engineering Limited specialises in providing world-class quality Management Skills, Personal Effectiveness, Information Technology and Specialty Training. CEL targets new entrants and seasoned professionals in all business sectors. For more than 25 years, CEL has developed an excellent reputation for delivering real-world value-added training. The clientele includes many Fortune 500 multinational enterprises, HKSAR government, public and private sectors of Greater China and throughout the region. Our carefully-designed course schedule targets to provide continuing, comprehensive and structured suites of courses that meet career development needs of professional staff at all levels. Our current pool of experts are drawn globally from Hong Kong and abroad, allowing us to offer the best combination available in terms of technology, expertise and versatility.

The On-Site Option

If there are a group of staff in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. If you are interested in organising any of the topics as in-house on-site or off-site training, and for more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number **+852 2824 9978** or at email cel@celhk.com for a quotation and proposal.

Trainer Information

All public and in-house programs are delivered by Senior Trainers/Consultants of CEL. Please contact CEL for trainer profile(s) if needed. Please contact CEL for quotation if you are interested in organising any of the topics as in-house on-site or off-site training.

Announcing... **VOLUME TWO** of our brand new **Catalogue of In-house Courses**

In this volume, we have included a sampler comprising detailed course descriptions for 20 of our new and popular programs which are available for in-house presentations.

Versatility + Quality + Bespoke Services

Please note that ALL courses from all of our regularly published public course catalogues are available for in-house presentation as well.

On top of that, should you have some topics in mind but cannot find them in our in-house and/or public catalogues, you are welcomed to inquire if we are able to source/ customise such training programs for you. All in-house programs will bear the same high level of quality which underpin all of our public offerings.

Executive Coaching

Another new area of professional service available is Executive Coaching. Contact us for a detailed discussion and proposal/quotation.