

Personal Branding and Professional Image

MEDIUM : Cantonese
FEE : HK\$3,480

COURSE CODE : PBPI DURATION : 1 Day
EARLY BIRD : HK\$3,180

10 April, 2018 (Tue)

We all agree that the first impression is everything when starting a great conversation in business, but how can you gain trust from customers or interviewers within minutes of first interaction? Is it important for your frontline staff to project the brand identity of your company? By mastering the art of professional business image and personal branding, one can adapt dynamically to meeting the needs in different situations and allowing oneself to dress and groom effectively to project one's image with confidence and professionalism. This program can help participants recognize image details that distinguish oneself from the competition.

After attending this program, participants will be able to :

- Understand the importance of visual image
- Be aware of the benefits of creating one's professional image for career and the company
- Be able to build a positive first impression through both inner and outer elements
- Be able to dress and groom well for different business situations
- Make an impactful first impression in business interaction
- Manage body language and vocal expression to create positive impression
- Apply personal image power-up advice to enhance personal professional image

Methodology *Lecture, demonstration, discussion ad reflection, role plays, checklists and questionnaires*

Target Audience Anyone who needs to meet with external parties, including customers and business partners or job seekers who need to attend job interviews

Course Outline

1. The important of visual image

- What is professional image
- Align personal image and corporate image
- Cases sharing

2. Dressing right, dressing smart in every business occasion

- Introduction of dressing code for different business occasion :
Business formal, Business casual and Smart casual

3. Business grooming standards

- Grooming tips from head to toe
- Personal hygiene and use of fragrance

4. Contemporary business dressing guides

- Dress details of formal suits, business casual and smart casual
- Color, Styles, Fabrics, Correct fit
- Mix and match guidelines
- Accessories for different occasions

5. Use of body language and voice during business interaction and win trust from others

- Master five(5) tips to empower non-verbal communication
- Posture & gesture, Energy level, Smile, Eye contact, Nod

6. Personal image power-up advice

- Facilitator will give constructive feedback to participant on professional business image which include color analysis, hair style and dressing style

7. Shopping Tips

- Purchase the appropriate clothing based on different styles, with price range recommendation

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
March 2018								
2	Mar-07	Coaching and Mentoring Skills	NEW CMS	1	HK\$3,480	HK\$3,180 Feb 9, 2018	Feb 14, 2018	C/E
	Mar-08	Customer Service Skills	NEW CSS	1	HK\$3,480	HK\$3,180 Feb 9, 2018	Feb 14, 2018	C
	Mar 8-9	Managing People for Win-Win Results	MPWWWR	2	HK\$6,480	HK\$5,980 Feb 9, 2018	Feb 14, 2018	C/E
3	Mar-15	Personality Styles in Team Communication	NEW PST	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C/E
	Mar-15	Leadership Skills Workshop	NEW LSW	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C
	Mar-16	Win-Win Negotiation Skills	NEW WINWIN	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C
	Mar-16	Time Management for Worklife Balance	Revised TWLB	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C/E
4	Mar-21	Creative Problem Solving and Decision Making	NEW CPSDM	1	HK\$3,480	HK\$3,180 Feb 23, 2018	Feb 28, 2018	C
April 2018								
2	Apr-10	Personal Branding and Professional Image	NEW PBPI	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C
	Apr-11	Storytelling for Effective Presentation	NEW SEP	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C
	Apr-12	Effective Communication and Interpersonal Skills	ECIS	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C/E
	Apr-13	Interviewing Skills to Recruit the Right Candidate	ISW	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C/E
3	Apr-19	Handling Difficult People	HDP	1	HK\$3,480	HK\$3,180 Mar 17, 2018	Mar 22, 2018	C/E
	Apr-20	Influencing Skills to Power Up Persuasion	NEW IFSW	1	HK\$3,480	HK\$3,180 Mar 17, 2018	Mar 22, 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 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