



March 11, 2006 \* Holiday Villa Subang Jaya \* 9am – 5pm

*Personal Image Enhancement Seminar -Workshop*  
**Power Image Presentation & Projection**

By Evelyn Ch'ng, Certified Image Consultant, London Image Institute, USA

## Session 1

### IMAGE MANAGEMENT

Recognize the significance of your image as a component of your '**self-brand**' and '**corporate brand**'. You will go through a unique and practical process that takes you from vision to action - overcoming any barriers that inhibit the current image you hold of yourself. You will identify 3 levels of casual dressing, pick up tips on how to look 20lbs slimmer instantly and learn ways to stretch your budget to create a versatile working wardrobe. Practical shopping tips will be included to guide you to spend your shopping time more effectively and how to buy more for less. At the end of this session, you will learn the importance of *looking your very best* which will enhance your self-image, poise, deportment, confidence level, social interaction and business skills that will ultimately bring out the very best in you!

#### **Program Content:**

- Discover the importance of a distinctive image
- Why Image is important to your career?  
Consistency in projecting a clear message of:
  - Distinction
  - Responsibility
  - Success
- How to align your image with:
  - Your corporate identity
  - Your own brand
  - Your skills and talents
  - Your vision
  - Your values
  - Your environment
  - Your dream & vision
- Distinguish four appropriate types of executive casual dressing
  - Top drawer
  - Basic Business
  - Weekend Casual
  - After-hours Casual
- Identify methods of co-ordination to make your wardrobe more versatile and cost effective  
(case study – 'before' & 'after' examples will be presented)
- How to create your own mix and match wardrobe capsules
- Create a dynamic plan to acquire the wardrobe you want
  - Cost per wearing plan
- Tips on classy & the latest Spring Summer 2006
- The perfect complete look checklist
  - Hair & make up
  - Professional outfit

#### **Q& A**

## Session 2

### **BUSINESS ETIQUETTE**

Discover and acquire the secrets of a powerful first impression, proper business etiquette for introductions, postures, gestures and habits that will exponentially increase your influence and power in building a cooperative atmosphere with your clients, associates and friends.

#### **Program Content:**

- Distinguish the four components of a powerful first impression
- Overview of VALID
- **V** (voice and verbal communication)
- **A**dvantages (Positive Body language )
  - Walk & Posture
  - Smile
  - Greetings and introductions : handshakes and eye contact
- **L**imitations: Identify negative postures, gestures and habits that limit your power
  - Barriers
  - Nervous gestures
  - The weather report
  - The cold shoulder
  - The fifth wheel
- **I**nfluence
  - The Echo Phenomenon
  - Postural and Gesture Echo
  - Power Plays
  - How to promote cooperation
  - Positioning
  - Territorial Behaviour
- **D**ynamics
  - Effective interaction
  - Listening skills
  - Selling ideas
  - Influencing others

#### **Q&A**

#### **Program Methodology:**

The program will be delivered using PowerPoint presentation. Concise notes, hand-outs and appropriate samples will be given out. Role plays will be conducted to compliment selected topics for effective learning. Image checklists and shopping tips will be distributed to all the participants at the end of the session. A short Q&A is conducted at the end of each session to address any pertinent issues that participant may raise.

## Your Personal Branding & Image Consultant **Evelyn Ch'ng**

***Certified Image Consultant, London Image Institute, USA***

A B.A. holder from Universiti Sains Malaysia in Mass Communications, (Film & TV major, Management minor) Evelyn has been trained and tutored by Lynne Marks, a world-renown Image Consulting Expert and the Past President of the Association of Image Consultants International (**AICI**). Having graduated from AICI, she is a Professional Image Consultant, certified by the London Image Institute, USA.



She has over a decade of experience in TV & film production, script writing and fashion journalism. Throughout the years as the fashion editor of Citta Bella, she has gained valuable international journalism exposure by covering countless international fashion shows and events. She had the opportunity to interview some of the fashion industry's most prominent figures such as Malaysian born Dato Jimmy Choo - renowned international shoe designer, Frank Benjamin - CEO of FJ Benjamin, Marco Mantovani - President of Locman, Jean-Christopher Babin - CEO of Tag Heuer, Anya Hindmarch - London's celebrated bag designer among many other celebrated personalities. This cross cultural and international exposure has equipped her with a very strong grounding and knowledge of the international fashion industry.

As a result of this, Evelyn has established herself as a Style Image Consultant, providing expertise in personal branding and image consulting by leading seminars and workshops in Professional Presence and Business Etiquette. Besides this, she is also the founder of *Photo De L'amour* where she introduced a totally new concept of bridal styling and photography to the Malaysian bridal industry.

She has styled numerous international and local celebrities such as actress Christy Chung, Vicki Zhao, Angelica Lee - Malaysian singer-actress, Zhang Zhi Cheng, GUESS model Amber Chia, former Miss Malaysia Su Wei & Gloria Ting, TV host Elaine Daly, Soong Ai Ling among many others. Besides her monthly image consulting columns in Citta Bella, she compliments her passion for fashion styling and photography by contributing her creative work to other illustrious fashion magazines such as *Le Prestige*, *Her World*, *Vida* and *Sister Pictoria*. Her background in filming has certainly added pizzazz into her styling work and has continually captured the hearts and minds of her readership audience.

Evelyn is frequently featured and interviewed by the media such as TV appearances in 8TV's - Eve Diary, TV2's - City Amoeba hosted by Amber Chia, countless radio interviews on WOW FM, including numerous press and magazine interviews such as The Star, NuYou, Female, Vida and Citta Bella.

## PROGRAM DETAILS

### Power Image Presentation & Projection

March 11, 2006 ■ 9.00am-5.00pm ■ Holiday Villa, Subang Jaya.

## YOUR INVESTMENT

RM480per person. Rate includes program handouts, lunch and refreshments.

### EARLY BIRD RATE

**Take 10% off the fee – Pay before 15 February 2006**

### Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

### Group Incentive

10% off for 3 or more from the same company.

## RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

**Secure your seats.**

**Register online at <http://www.rayma.com.my/pip/index.shtml>**

## CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after commencement of program. *Substitutions are allowed.*

## RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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Register online at <http://www.rayma.com.my/pip/index.shtml> or fax this form immediately at:  
**+603 7804.4484 followed by payment.**

**REGISTRATION FORM**

YES! Please register the following participants for the

**Power Image Presentation & Projection**

March 11, 2006 ■ 9.00am-5.00pm \* Holiday Villa, Subang Jaya.

<b>Name 1:</b>	
Position:	
DL / Mobile:	
E-mail:	
<b>Name 2:</b>	
Position:	
DL / Mobile:	
E-mail:	
<b>Name 3:</b>	
Position:	
DL / Mobile:	
E-mail:	
<b>Company:</b>	
Address:	
Tel:	Fax:
E-mail:	
<b>Contact Person:</b>	
Position:	
DL / Mobile:	
E-mail:	

**PAYMENT METHOD** *(Please tick)*

**By Bank Transfer**

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

*Fax us the bank-in slip with this registration form at (03) 7804 4484*

**By Cheque**

Cheque # : \_\_\_\_\_ Amount : \_\_\_\_\_

made payable to RAYMA Sdn Bhd.

***Fax this registration form then send with payment to RAYMA Sdn Bhd***

## **Other Image Programs Led By Evelyn Ch,ng**

### **The Art of Creating *G-R-E-A-T* First Impressions! Connecting With People In Less Than 90 Seconds**

½ day

Acquire the secrets of a Powerful First Impression and 'Rapport' magic. Business etiquette for introductions, postures, gestures and habits that limit your power and how to create a co-operative environment. Identify non-productive non-verbal messages and practices, territorial behavior and effective orientation for meetings.

#### **How You Will Benefit**

Learn 4 components of a powerful first impression  
Correct business etiquette for introductions  
Identify postures, gestures, facial expressions and habits that limit your power  
Recognize and learn leadership skills to overcome dominating behaviors and power plays  
Create co-operative environments  
Identify territorial behavior and ways to deal with it  
Use effective orientation techniques for client, sales and business meetings  
Identify non-productive non-verbal messages and practices

### **The Global Rules Of Business and Social Etiquette**

½ day

Practice correct dining etiquette and what to avoid at a lunch or dinner meetings. In addition you will learn techniques for effective networking, rules for tipping and appropriate gift giving.

#### **How You Will Benefit**

Learn correct dining etiquette and practices to entertain professionally  
Follow correct business etiquette for introductions  
Identify dishes to avoid at a lunch meeting  
Learn to order appropriate wine and simple techniques of wine tasting  
Learn effective networking techniques  
Learn appropriate gift giving  
Learn appropriate rules for tipping  
Learn the art of Thank You notes and other informal notes

### **How to Create Self Branding and Promotion in a Competitive Market**

2 hours

Distinguish your skills, talents and experience from others and promote yourself, your department and your organization. Master the art of self-promotion without sounding arrogant. Learn techniques to create powerful and persuasive self-branding and the skills needed to think on your feet!

#### **How You Will Benefit**

Conduct yourself effectively in a performance review  
Distinguish your skills, talents and experience from others  
Master the art of self-promotion without sounding arrogant  
Use proof statements and quantifiable evidence to create a powerful and persuasive self-brand

## **Express Corporate Grooming & Make Over Workshop**

2 hours

Get a new corporate look that screams “WOW” in 2 hours time!

Learn easy-to-use professional tips and techniques for a makeup and hair do that enhance your features and gives you a youthful look. Practice how to attain flawless makeup that you see on models and in professional makeover TV shows.

### **How You Will Benefit**

Identify the tools to achieve an easy to apply professional makeup

Practice tips and techniques of application and blending for a natural look

Choose a color makeup palette that enhances their skin, eye and hair color

Learn the colors that are the most flattering under different lighting conditions

Receive an individual image appraisal

## **OTHER SERVICES & CONSULTING TOPICS**

### **Personal Coaching – Individual Modules**

How to determine the right image for you

How to create your own “sex & the city” look

How to shine at meetings, interviews and social occasions

How to enhance your look for success

How to manage your wardrobe and shop effectively

How to build good taste in your lifestyle

How to walk and talk like a classy lady

### **Image Consultations**

Business dressing that suits your style and looking current

Appropriate business dressing for high-level individuals

Appropriate attire to wear for different business occasions and interviews

Creating unique and classy styles for business cocktails

Establish your own business image style

Learn technique to mix & match for a versatile wardrobe

How to shop effectively but not impulsively

Learn the art of choosing accessories that fit your image

Personal colour & style analysis

Makeover and makeup tutorials

Advice on professional hairstyling

Camouflage techniques for a better look

What to do if you have a “bad hair day”

### **Personal Shopping Services**

Wardrobe revamp and management

Where and how to shop according to your budget

Shopping according to clothes that coordinate

Build up the right capsule for your wardrobe

Style up your personal taste and collections

Discount available at certain fashion designer stores

## **Business Protocol & Etiquette**

Appropriate conversation topics in a business or social setting  
Appropriate communication techniques when meeting high-powered business people  
Appropriate conversation topics with high-powered socialites  
How to make an excellent first impression  
How to present yourself with confidence and power  
Effective ways of networking  
The “must-know” dining etiquette  
Positive & negative body language  
Gift giving, thank you notes and formal letters to build business relationships  
Comparing Malaysian and international business etiquette

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### **For In-House basis**

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