



bilif

PROFESSIONAL IMAGE AND BUSINESS ETIQUETTE

8 - 9 MAY 2024



DEADLINE TO REGISTER
15 May 2024

OVERVIEW

An individual's capacity to project a confident and positive image while communicating effectively within an organisation can lead to heightened productivity and performance. It fosters improved interpersonal relationships with co-workers and contributes to increased job satisfaction. Moreover, this skill leaves a lasting, positive, and impactful impression on clients and customers.

OBJECTIVES

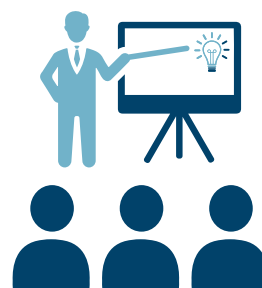
- Explain the 3A's of Image Management and the 3V's of first impressions.
- Identify ways to enhance their style and image.
- Identify professional attire and know how to assemble suitable work wardrobes.
- Apply correct grooming techniques to create a professional image.
- Understand the correct definition of various dress codes.

WHO IS THIS PROGRAMME FOR?

- Front-liners Executives
- Public Relations Executives
- Customer Relationship Executives
- Primer Accounts Executives
- Consultants

METHODOLOGY

The workshop will be conducted face-to-face through brief lectures, quizzes, group exercises and presentations based on case examples.



PROGRAMME DETAILS

DATE	TIME
8 - 9 May 2024	8:30 am - 12:00 pm 1:30 pm - 5:00 pm

***Subject to change

Please refer to www.bilif.com.bn for the latest updates***

PROGRAMME OUTLINE

MODULES	
Module 1	Your Image Your Brand
Module 2	Getting In Style
Module 3	Business Wardrobe Management
Module 4	Your Corporate Makeover-for both ladies and men
Module 5	Your Body Language
Module 6	Your Business Etiquette & Protocol
Module 7	Business Meal Etiquette Essentials

PROGRAMME LEADER

DR WENDY LEE

For the past 20 years, Dr. Wendy Lee, the founder of Chapter One Asia, an award winning BrandImage™ Consultancy Firm, has trained more than 250,000 corporate executives worldwide, helping them define and refine their brand and image through their appearance, behavior and communication.

She is one of Asia's most inspiring speakers and is also the Director of the World's First BrandImage™ International Institute that is recognized by the Malaysian Department of Skills Development (JPK), Open University Malaysia (OUM) and the United Kingdom (UK) as an accredited centre.

Her clients range from Fortune 500 companies to Government Linked Companies (GLCs), Multinational Companies (MNCs) and Small and Medium Enterprises (SMEs). Wendy is one of the rare few that is accredited an Advanced Diploma in Image Consultancy by JPK (Jabatan Pembangunan Kemahiran). She was also instated as the first and only BrandImage Consultant for the state of Sichuan, China.

In 2003, Wendy decided to leave her cushy job as the country manager for Serono, the third largest biotech company in the world and dove head-first into the image consulting industry. She founded Chapter One Asia which gathered momentum and trust, culminating in the firm being awarded as SME's Top 100 Fast Moving Companies in 2010. Soon after, she realised that branding and image are inseparable and thus founded the branding specific arm, BrandImage Consultancy, whilst coining the term BrandImage.

Prior to her transition into the image consultancy industry, Wendy was instrumental in developing and promoting the pharmaceutical markets for Malaysia, Singapore, Thailand and The Philippines. Her accumulated know-how in business development; marketing and customer relations resulted in her clinching the prestigious Salesperson of the Year Award, marking her stamp as one of the top 10 marketing persons worldwide.

Wanting to attract likeminded individuals, Wendy then founded the Malaysian Association of Brand and Image Consultants (MABIC) in 2010 where she was unanimously given the honour and trust of being voted in as the President.

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To apply for the programme, please email your completed form to askSEED@bilif.com.bn by 15 April 2024.

CATEGORIES	STAKEHOLDERS	NON-STAKEHOLDERS
FEE	<input type="checkbox"/> \$ 1,500.00	<input type="checkbox"/> \$ 1,700.00

By completing and signing this form, you hereby agree to the terms and conditions below:

Full Name: IC Number:
Position: Department:
E-mail: Phone:

Full Name: IC Number:
Position: Department:
E-mail: Phone:

Full Name: IC Number:
Position: Department:
E-mail: Phone:

APPROVING OFFICER

Name: Email:
Position: Department:

Please email the invoice to:

Signature and Company's Stamp

Terms and conditions:

Cancellation Policy:

- All cancellation must be submitted to BILIF in writing either by letter or email.
- Any cancellation received 30 days or more prior to the training date will incur a cancellation fee of 10% of the programme fee.
- Cancellation received 8 - 14 days to the training date will incur a cancellation fee of 50% of the programme fee.
- Cancellation of registrations received 7 days or less from the date of training or if the delegate fails to attend the training, he/she will be considered as 'no show' and is subjected to 100% of the programme fee.
- BILIF welcomes and accepts replacement of participants up until a day before the training commences.

Other terms:

- Participants must complete all scheduled sessions and activities for them to receive the certificate of attendance/ completion.
- Payment must be made upon receipt of invoice issued by BILIF.
- BILIF reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.

ABOUT BRUNEI INSTITUTE OF LEADERSHIP AND ISLAMIC FINANCE

Brunei Institute of Leadership & Islamic Finance (BILIF) was established in 2010 as the Centre of Excellence for the finance industry in Brunei Darussalam, providing high-quality learning solutions, including signature and collaborative events for human capacity development in the areas of Islamic finance and leadership.

Under the purview of Brunei Darussalam Central Bank (BDCB), BILIF plays a fundamental role in Pillar 5 of Brunei Darussalam Financial Sector Blueprint 2016-2025 in raising financial industry standards, especially in the areas of Islamic finance.

All of our programmes are accredited by Brunei Darussalam National Accreditation Council as Value Added Qualifications. Since its inception, BILIF has conducted 809 programmes and 83 events for more than 16,900 participants, including a suite of Virtual Instructor-Led Training (VILT) programmes and online events (as of December 2023).

BILIF has forged strategic partnerships with local and international organisations over the past 10 years which have allowed us to bring professional programmes, expertise and opportunities to shape future leaders, experts and innovators, particularly in the areas of Islamic finance and leadership. Amongst these strategic partners include The London Institute of Banking & Finance (LIBF), United Kingdom; the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) and Bahrain Institute of Banking and Finance (BIBF), Bahrain; Islamic Development Bank Institute (IsDBI), Kingdom of Saudi Arabia, Singapore

Management University (SMU), Singapore and INCEIF University, Malaysia. Locally, BILIF has also partnered with two of the top higher education institutions in Brunei Darussalam; Universiti Brunei Darussalam (UBD) and Universiti Sultan Sharif Ali (UNISSA) in our joint efforts to impart invaluable knowledge and skills for students and professionals in not only finance but also other private and government sectors.

Appointed by BDCB, BILIF is the official licensing examination centre for Financial Planning Practitioners' Programme (FPPP) and the Qualifying Examination for Insurance/Takaful Agents (QEFITA). BILIF is also the official examination centre for all examinations under Chartered Institute for Securities & Investment (CISI), UK; Chartered Bankers Institute (CBI), UK; International Compliance Association (ICA) and AAOIFI. BILIF has also recently been accepted as a Pearson Vue Authorised Test Centre which can house more than hundreds of examinations such as Certificate in Climate Risk, Certified Internal Auditor® (CIA®) and Certified Associate in Project Management (CAPM), amongst others.

BILIF has received multiple accolades including the "Best Emerging Islamic Finance Training Institution – Brunei 2021" from the International Finance Awards 2022; "Best Islamic Finance Education & Training Brunei 2021" from the Global Banking & Finance Awards® and "Global Good Governance (3G) Human Resource Development Award 2022" received at the 7th Annual 3G Awards Ceremony. BILIF was also awarded its third "GIFA Excellence Award (Islamic Finance Training & Education) 2022, which has been previously received in 2019 and 2021.

83

Events

809

Programmes
and Examinations

16,900+

Participants

INTERNATIONAL AWARD WINNING INSTITUTE





Discover our upcoming programmes and events

bilif.com.bn

Contact our Sales and Marketing Department
for any enquiries

askSEED@bilif.com.bn

*Alternatively, you can also WhatsApp us at
+673 8271140 to learn more about our offerings*