

MAINTAIN PROFESSIONAL IMAGE (MPI*)

SEMINAR DATES

1.1/2 Days, 19 & 20 MAY 2010' (Wed & Thur)

TIME

Session (1) – WORKSHOP

19 May 10' - 9.00 am – 6.00 pm (full-day)

Session (2) – CASE STUDIES

20 May 10' - 9.00 am – 1.00 pm (half-day)

VENUE

BEIJING ROOM @ Knowledge Connection
Suntec City Mall, #02-161/163 (e-Life Suntec)

REGISTER

R.S.V.P. Deadline – Wed, 12 May 2010'

Please TICK ✓ as appropriate:

Note: Admission Fees are after 90%
Government Funding of Session (1)

- FLA Member – S\$110 per person
- Non-FLA member – S\$150 per person

Name _____

Company _____

Designation _____

Mobile _____

_____ pax x 110 per pax

_____ pax x 150 per pax

Cheque # _____

Total Amt. SGD _____

Dial 6333-0292 for enquiries /

Email – Jase@flasingapore.org

On a scale of 1 to 10, how would you consider your business to have measured up as far as professional image is concerned?

Think again when customers step into your business outfit..., what are the things that would have left them a good impression? Could it be the confidence of your employees, their professional attire, their etiquette or their way of communicating with customers?

FLA is pleased to partner Ngee Ann Polytechnic to bring you “**Maintain Professional Image (MPI*)**”, a one-day workshop that would equip you and your frontline staff with the essential knowledge and skills in managing your business image. At the end of the course, you will be familiar with:

- ✓ Understanding the store standards regarding grooming and hygiene
- ✓ Knowing the techniques in dressing and grooming
- ✓ Applying effective written, verbal and non-verbal communications
- ✓ Understanding the priority for customer service and well being

19 MAY 2010, Profile of Facilitator, Yvonne Seah – Yvonne is an Associate Trainer with Asiawide Franchise Consultants and a consultant for Customer-Centric Initiative (CCI) project under the auspices of Spring Singapore. She is also an accredited trainer for GEMS – Go the Extra Mile Service, Employability Skills Set (ESS) programme and Certified Service Professional programme (CSP), and has garnered years of experience in the service industry.

MPI is part of the Workforce Skills Qualifications (WSQ) Certificate in Retail Operations offered by Ngee Ann Polytechnic. Participants who are awarded the SOA for MPI will be exempted from this module when he or she undertakes the certificate.*

★Second Awarded...

CFE Credit Points ...

Upon completion of the entire seminar, CFE Candidates will automatically be rewarded with 100 CFE Credit Points!

***Terms & Conditions apply.

Case Studies - Learn also how to present and maintain a consistent professional image in your chain of stores (franchised or company-owned) through Lucas Low's sharing of interesting case studies. This will be useful in helping you keep your customers and strengthen your business.

20 MAY 2010, Profile of Facilitator, Lucas Low – Associate Consultant of Asiawide Franchise Consultants Pte Ltd. Asiawide Franchise Consultants is one of the most established franchise consulting companies in Asia, comprising a team of experienced, certified and qualified senior consultants that have helped more than 500 Asian companies develop and market their franchises throughout the region since 1992.

★First Awarded...

Upon completion of Session (1), candidates will be awarded a WSQ Statement of Attainment (SOA).

***Terms & Conditions apply.