



# Personal Branding For A Competitive Edge

## Date: 23 & 24 Nov 2009

**ACCA**

### Introduction:

We know that speaking at the subconscious level is the fastest, most powerful and effective form of communication. Discover the secrets of rapid communication through impression management. Make full use of first impressions to say a thousand words and have time to say and do more! Every second counts.

Craft the Personal Brand that communicates authority, respect, professionalism. We spend thousands of dollars on clothes every year. Make every cent count by making your clothes do double duty as communication tools.

A polished image is Congruent. Learn the science of crafting the 6 dimensions of The Powerlooks Brand Matrix. Be certain you communicate powerfully and effectively. We don't get a second chance to make a First impression.

### Who Should Attend:

- Financial Controllers/Chief Financial Officers
- External and Internal Auditors
- Risk Management Managers
- Accountants/Finance Managers & Executives
- Marketing/Corporate Communication Managers/Executives
- Human Resource and Admin Managers/Executives
- University/College Students
- All those interested to know more about Personal Branding

### Contents:

- Introduction – Professional Image Essentials
- The Power of a Personal Brand
- Setting Your Brand Goals
- The Matrix: 6 dimensions (Know thyself, MIND, Personal Positioning Strategy, Brand experience, Brand Short cuts, Visual Brand-Business Wardrobe Management and Test of Time)
- The Power of Colours (Colours of authority, Colours that make people notice you, Focal points – invitations to look)
- Case Study presentations
  - How to match colours and textures flawlessly
  - How to make the customer friendly, with what you wear
  - What is professional wear?
  - How to look professional in hot weather
  - What to look for in a suit – how to buy a suit
- Professional (business) Etiquette and Networking (Golden vs Global rule, Handshakes, Mobile phones, Email, Business entertaining – the explosive lunch and Mind your Body Language)
- Tips on grooming and personal hygiene (Emergency Hair, AM professional to PM Glamour, Grooming essentials and Hygiene essentials)
- How to look good with what you have

**16 ACCA CPD Units**

*Continuing Professional Development*

## Speaker's Profile:

### Dr Dianne Tsen

is a Colour and Style consultant with the Australian Image Company. Personally taught and certified by Ann Reinten, AICI, CIP.

Dianne began her professional career in the finance industry upon returning from Australia after 5 years of study. After completing her MBA studies, Dianne lectured in Business Communications with the Malaysian Institute of Training and Development. She went on to run finance and management workshops as Adjunct Professor for the Southern California University of Professional Studies during which she obtained the Doctor of Business Administration (DBA).

Her work in major banks included needs analysis and personal banking services for high profile customers and public listed companies. She was a Professional Banker (AIBM, AIBFsnr) with Institute Bank Bank Malaysia and The Australia Institute of Banking and Finance; and currently Certified Financial Planner (CFP) with the Financial Planning Association of Malaysia.

Dianne speaks at many conferences and conducts corporate training in the areas of Image Development, Communication and Financial Management. Her clients include the Centre for Modern Management (CMM), Jabatan Kerja Raya, the Inland Revenue, Born Rich Seminars, Public Mutual Berhad, IGB Corporation, ACCA, Sabah State Planning Unit, Sabah Foundation, Western Digital and many more. Dianne also lectures and conducts professional readiness programmes for colleges, among which are Inti College, FTMS College, Swisburne University and Open University Malaysia. She contributes regularly to newspaper and magazines like The Professional, ETC, Her World, Soul Perks and The Sarawak Tribune. She also has a radio show "Dianne on Personal Branding".

## Administrative Details

### COURSE FEE

*Member (BICPA / ACCA)	B\$450	<b>Inclusive of course materials, two tea breaks &amp; lunch per day</b>
Non-member	B\$400	

Fee is made payable to **BICPA-FTMS Accountancy Academy Sdn Bhd**. Admittance will only be permitted upon receipt of full payment. Registration made by fax / Email must be followed immediately by payment. For Invoice issued settlement must be made within 30 days.

### CONTACT

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Address: Unit No. 3, 1<sup>st</sup> & 2<sup>nd</sup> Floor, Block A, Regent Square, Spg 150, Kiulap, BE1518, Brunei Darussalam.

### CPD HOURS

All participants will be presented with a Certificate of Attendance upon successful completion of the programme.

CPD hours will be printed in the Certificate.

### CANCELLATION

Please inform us in writing if you intend to cancel. An administrative charge of 20% of the registration fee will levied for cancellation received within 14 days prior to the date of the event. You can substitute an alternative delegate if you wish to avoid cancellation charges. Any difference in fee payment will be charged accordingly. Confirmed registrant who failed to attend and did not cancel his registration in writing is liable for the entire fee.

### DISCLAIMER

BICPA-FTMS reserves the right to change the facilitator, date, and cancel the programme should circumstances beyond its control arises.

## Registration Form

**YES!** (I am / We are) interested to attend the Two(2) days seminar on **PERSONAL BRANDING FOR A COMPETITIVE EDGE** on **23 & 24 Nov 2009, Monday & Tuesday from 9.00am to 5.00pm. At The Rizqun International Hotel.**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name of Person-In -Charge \_\_\_\_\_

Co. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**EARLY BIRD DISCOUNT**

**B\$50 REBATE "Register &  
Paid by 21 Nov'09"**

**Co Organizer:**

*BICPA-FTMS Accountancy Academy*