



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Stand Up Stand Out – Creating a Powerful Personal Brand

Why You Should Attend This Course:

We ARE judged by our appearance and we must be brand ambassadors for our organisation. Assumptions will be made about professional credibility and core values based on how we present ourselves. This course will inspire the individual to change from within and offers flexible guidelines that can be adapted to suit each individual whatever their level within the organisation. This course covers key areas where the participant will represent an organisation or themselves, including presenting, networking business socialising and social media.

Learning Outcome:

- Understand the impact of first impressions – what do others think about you, how and why they make these decisions
- Define your Personal Brand – Design your own personal packaging and manage your reputation
- Discover new ways of confidently promoting your self – Success is 30% ability 70% visibility – make sure you are visible to a powerful network of people and get them to promote you
- Dress Confidently for Success – Know the colours, styles and appropriate dress that are perfect for you for every occasion. You will be dressing like a successful leader.

Course Outline:

- The absolute power of first impressions and non-verbal communication
- Defining your personal brand, developing your own unique business style
- Networking nuggets – Success depends on building successful relationships. Discover effective small-talk and networking tips
- Cultural issues – Appropriateness and etiquette when visiting other countries
- Colour management in business – Wearing the right colours makes you look healthier and choosing some colours over others can also give you a psychological advantage in business
- Personal styling – Dressing for proportions, bodyline size and scale
- Creating your capsule wardrobe – Finding your essential pieces and learning how to mix and match them to create a versatile interchangeable wardrobe
- The dress-down dilemma – What is, and what is not, appropriate. The ‘rules’ of dressing down and retaining positive impact
- Grooming, make-up and other finishing touches

Who Can Benefit?

- Corporation communications managers and executives who would like to ensure they and their staff are brand ambassadors for their organisation.
- Customer-facing staff who need to create a positive first impression and communicate excellence at every touch point.
- Entry-level staff or those seeking new positions that need to learn about impeccable business dress.

Trainer’s Profile:

Image Consultant, TV Stylist, Writer, Presenter, Trainer, Personal Shopper, Motivational Speaker, Personal Branding Expert. For 9 years, **Sharon Connolly** was one of UK’s top image consultants with hundreds of delighted clients, frequent appearances on UK’s TV and magazines. In 2009, she moved to Singapore where she began spreading her magic with individual consultants, corporate workshops and keynote speeches. Sharon has helped thousands of people discover how fabulous they can look, and then, with their renewed self-esteem and enthusiasm, have the confidence to become more successful in work and relationships.

Sharon originally trained as a consultant with Colour Me Beautiful but quickly developed her own unique style of consultations concentrating on getting people to work with what they already have in their wardrobes rather than getting them to start over from scratch. “It’s important that everything in your wardrobe is the right style and colour so choosing clothes for any occasion becomes easy.”

As well as individual consultations, Sharon offers corporate branding to companies to ensure that their employees are portraying the right image. She has run *Dress for Success* workshops for Microsoft, Unilever, Wyeth Pharmaceuticals, BBC, Channel4, Chamber of Commerce, British Heart Foundation, Devere Hotels, UKInbound, American Chamber of Commerce, IPAC Singapore, NUS Singapore, and Asia Professional Speakers Singapore.

Sharon’s motivation and enthusiasm for her subject is evident in all her work. She loves what she does and is passionate about helping others make the best of themselves. Down-to-earth and personable, Sharon’s advice is totally achievable for everyone.

Date:
17–18 Apr 2012
6–7 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Stand Up Stand Out – Creating a Powerful Personal Brand

17–18 Apr 2012

6–7 Jun 2012

(9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg

Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582

Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre Singapore 079904