1. PROGRAMME BRIEF – EFFECTIVE CORPORATE IMAGE (2-HOUR)

Programme Introduction

The way you are dressed accounts for the majority of the opinion someone will first form about you, so make it count. Appropriate grooming and wardrobe decisions speak volumes before you even open your mouth - it greatly impacts on how you feel about yourselves and how others perceive you and the organization. You may have the best credentials in the world, but if you have a poor image, you won’t garner the respect and credibility you need to manage others or to deal successfully with high-powered clients.

In this workshop, you will appreciate the importance of your Image and receive useful tips on how to groom and dress to “manage” the impression you make to get a head start in whatever you set out to do.

Programme Outcomes

Participants will:

✓ Understand how their image can make or break a deal
✓ Sharpen their grooming skills to project professionalism, credibility and approachability
✓ Cultivate professional grooming and attire for powerful presence
✓ Leverage on colour psychology to project an image to achieve the desired outcome
✓ Heighten their self-esteem, confidence and motivation to enhance their personal brand
Image Mastery to Outclass Your Competition

April 16, 2013

Programme Methodology

- Multimedia Presentation
- Demonstration
- Hands-on Practice
- Personal Image Assessment

Programme Outline

- The Powerful Impact of First Impressions
- Beware of Top 7 instant Image Destroyers for Professional Men & Women
- The Colour Psychology of Dressing
- How to Portray an Effective Corporate Image with the Use of Colours
- Personal Image Assessment – What Does Your Image Says About You?

Date & Venue

- Date : 16 April 2013
- Time : 18:30 hrs
- Venue : CPG Corporation Pte Ltd 238B Thomson Road,
  Novena Square Tower B #18-00, Singapore 307685
- Fees : $15.00 for ACES-YPC members, $25 for ACES members
  (The fees paid for the event will include the offset of any new member
  sign up or renewal fees for 2013/2014)
- Capacity : 30
- Closing Date : 05 April 2013

Registration Policy:

- For registration, please email to ACES Secretariat at ypc@aces.org.sg
- Payment will be through cheque addressed to: Association of Consulting Engineers Singapore-
  YPC and mail to: Thomson Road Post Office, PO Box 034, Singapore 915702. Alternatively,
  payment can be made on the day at the event. For enquiries, please call 63242682.
- The event is subjected to cancellation at the notice of the event organiser. Fees paid will also be
  refunded accordingly.
2. ABOUT THE CONSULTANT

Guinevere Ho is a UK Certified Image and Etiquette Consultant. She teaches and coaches professional men and women the difference between merely looking good and having a distinctive and dynamic image that it turns heads and closes deals.

She often speaks at public events and seminars on Image Management and Visual Branding, including the ITE 20.10 Dining Etiquette Workshop in conjunction with YOG, 2009 Career Fair, and Asia Speakers Bureau. Guinevere was most recently interviewed by 8 Days on Money Etiquette and Straits Times on Social Media Etiquette.

When it comes to professional image, Guinevere is the “go to” person. It is hardly surprising as Guinevere has more than twelve years of corporate sales & marketing, branding and customer service Guinevere Ho experience. She understands how the corporate world works and how Specialist in Colour, important it is to project a professional image in how we dress, present Impression Strategies & articulate ourselves.

Having worked with numerous multinational corporate clients during her professional career, she has developed strategic insights into diverse business cultures and settings. This is an edge in complementing her consultation to help individuals and corporations build and enhance their personal and corporate image to stand out in today’s highly competitive marketplace.

Guinevere graduated top of her University cohort with a Distinction in Bachelor of Business (Business Administration) from the Royal Melbourne Institute of Technology.

Her passion is to help people discover how to create an effective style so that they can look good and feel good about their whole image. She believes everyone can manage their image to impress at first sight or to always receive deferential treatment.

Participants love the way she injects personal experiences, fun and hands-on activities into her workshops. Coupled with her professional knowledge and up-to-date training modules, many participants have found her workshops to be very insightful and effective in helping them build confidence and in their image transformation.

She is the Founder and Principal Trainer of Image Mastery International and is trained with First impressions UK, a leading Image Management Consultancy that spans across Europe and Asia.