



BUSINESS ETIQUETTE

-  **Date:** July 18, 2023 (Tuesday)
Time: 09:00 a.m. – 05:00 p.m
Venue: AICB Centre of Excellence, Kuala Lumpur.
-  **Fee:** MICPA & CA ANZ Member / Approved Training Organisation (ATO):- RM500.00
Non-Member:- RM630.00



Introduction

Business Etiquette is a set of standards for behaviour in a business environment in which corporate people treat each other with respect and courtesy. Good business etiquette is the foundation for professional image and effective leadership. Proper business etiquette builds strong relationships within a company's workforce. It also gives the company's clients and customers a strong assurance that the business is conducted in a professional manner.

Course Objective

This course provides a practical guide on how to develop a strong professional image and successful relationships with internal and external customers of a company.

Programme Outline

- 9.00 a.m. to 5.00 p.m.
- The ABC of Business Etiquette
 - Personal grooming and cultural norms
 - Meeting and greeting practices
 - Social and conversational skills
 - Professional conduct in the corporate environment
 - Question and Answer
 - End of Session

Speaker's Profile

Ms. Kim Chow is an educator, a soft skills trainer and director of Kim Chow Communicators which owns the registered trademark KimChow®. Her experience in the corporate world has sharpened her Communication Skills in our multicultural and pluralistic business world. The competitive business environment has motivated her to raise the bar on her expertise in Business Etiquette and Personal Branding. As a result of her ongoing business endeavours, she has documented a vast collection of case studies which she uses in her training programmes. As a practitioner of Experiential Learning, her training methodology involves hands-on activities such as simulations, role-play, dramatizations, performing arts, photography, video recording and filming. The activities are followed by self-reflection and evaluations.