



Powerful Presentation Skills Workshop

Date: 24th – 25th May 2010

Organized By: **ATCEN**SM ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Doing presentations is a common task for most Executives today. Whether it is to the Boss, the Client or to Colleagues, this is a task that all Executives want to excel in. A good presentation will get the approval, close the deal and the recognition. However for many doing a presentation is a dreaded affair as they do not know what to do.

This workshop will show you how delivering a powerful presentation is about practice and following certain techniques. Using these techniques delivers interesting and entertaining presentations persuasively will be easy. Ultimately expanding your influence and winning the audience over.

Workshop Objectives

- Develop powerful, dynamic and persuasive presentations
- Overcome stage fright with appropriate theatre techniques
- Be aware of individual strengths and weaknesses in delivering presentations
- Understand the importance of effective use of appearance, voice and body language
- Increase influence over the audience
- Build passion, enthusiasm and conviction presenting to all types of audience

Who Should Attend?

- Managers
- Executives
- Sales Professionals
- Customer Service Professionals
- Marketing Professionals



THE 3RD ASIA PACIFIC
SUPER EXCELLENT BRAND
**SERVICE EXCELLENCE
AWARD WINNER**

The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to ATCEN Sdn Bhd in January 2008.

Powerful Presentation Skills Workshop

Module 1: Introduction to Powerful Presentation Skills

- 1st Presentation: Assessing Your Presentation Skills
- Understand What Makes A Presentation Effective: The Good and The Bad
- Developing Your Own Presentation Style

Module 2: Developing First Impressions & Credibility

- Exercise: Strategies to Overcome Stage Fright – Gibberish
- The 3 Key Elements to Develop Positive First Impressions – Appearance, Body Language & Voice Tone
- The 5 Must Haves to Develop Solid Credibility: Integrity, Expertise, Empathy, Enthusiasm & Experience
- 2nd Presentation: Individual Presentation Within a Team Presentation

Module 3: Developing Body Language & Vocal Techniques

- Exercise: Strategies to Speak Like a Award Winning Speaker – Acting 101
- Exercise: Developing Pleasant Eye Contact & Facial Expressions
- Exercise: Developing Powerful Hand Gestures
- Exercise: Developing Strong Body Posture & Movement
- Exercise: Developing Powerful Speakers Influential Voice Tone

Module 4: Developing Presentation Structure

- Exercise: Strategies to Stay Focus on Your Message: Mind Mapping
- Determining the Purpose By Understanding Your Audience- to inform or to persuade
- Exercise: Organizing the Presentation Structure and Flow: The Introduction, Body and Conclusion
- 3rd Presentation: Prepared Presentation With Specific Topic

Module 5: Strategies For Effective Delivery & Execution

- 4th Presentation: Impromptu Presentation With A Given Item: “The Bag of Tricks”
- 5th and Final Presentation: A 5 Minutes Prepared Presentation that Is Work Related

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

The above Chronology applicable for Day 1 and Day 2

Facilitator Profile



Ernie Chen
Group CEO
ATCEN Group

Ernie serves as Group CEO of ATCEN Group— a leading regional service provider of people and brand development. Ernie has a MA in Communication, BA in Mass Communication, BA in Theatre, a Certified Image Consultant and Global Certified Support Manager from America, and is presently pursuing his DBA in Marketing Management. Alongside his Professional Membership with the Malaysian Association of Professional Speakers, he has more than 15 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries. Ernie is an entrepreneur and professional salesman that have sold his ideas successfully, a professional manager that delivers results, a performance coach that help others achieve high performance and motivator extraordinaire that helps people believe in themselves worldwide.

Ernie is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Guru of Confidence" and the No1. Motivator in Asia by his peers, colleagues, customers, partners, friends and students for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients to prosper in their career, advancing them up their career and life.

Ernie is the Founder/ Group CEO of the ATCEN Group of Companies that consist of ATCEN Ventures Sdn Bhd (the Holding & Investment Company), ATCEN Sdn Bhd (a Consulting, Education and Outsourcing Company), ATCEN Communications Sdn Bhd (a Brand, PR & Marketing Communication Agency), outLOUD Studios Sdn Bhd (a Entertainment Company), Training Touch Sdn Bhd (a Team Event & Adventure Company), DreamTalents Media Sdn Bhd (a Video & Film Production House), Seri Mahligai Sdn Bhd (Recruitment & Outsourcing) and Leadership Asia Sdn Bhd (Leadership Development Center).

Ernie is also the second-hardest working man in show business, perfecting his act at theatres, clubs, corporate & dinner functions, colleges and product launches in the country. Ernie has also appeared in numerous radio and television commercials locally and internationally. He has also worked in nearly every performing capacity; an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer and producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and recently "The Firm." The His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

His clientele include both MNCs and LLCs such as Financial Services Institutions, Telecommunications, High Tech Industries, Hospitality, Education, Advertising and Entertainment.

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
Affin Bank Berhad
Aims Data Centre Sdn Bhd
Airfoil Services Sdn Bhd
Ajinamoto (M) Bhd
Alcan Packaging Malaysia
Alliance Banking Group
Allianz Life Insurance Malaysia Berhad
ALSTOM Asia Pacific Sdn Bhd
Amanah Raya Berhad
AmBank (Malaysia) Berhad
AmG Insurance Bhd
AmLife Insurance Berhad
Amway (M) Sdn Bhd
Arachem Tech Training Ctr
Autoliv Hirota SRS Sdn Bhd
Automobiles Peugeot
AXA Affin General Insurance Bhd
Axon Solutions Sdn Bhd
Bank Islam Malaysia Bhd
Bank Negara Malaysia
Bank Rakyat
Beaforce Ipsen International
Blue Scope Steel (M) Sdn Bhd
BMW Malaysia Sdn Bhd
Bousted Petroleum Marketing Sdn Bhd
Business Information Technology
Byte Craft Sdn Bhd
Canon Marketing (M) Sdn Bhd
Celcom (M) Sdn Bhd
Central Forwarding Agency Sdn Bhd
Century Total Logistics Sdn Bhd
Chemopharm Sdn Bhd
CIMB Bank Berhad
CL Computers (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd
CNI Enterprise (M) Sdn Bhd
Colgate Palmolive (M) Sdn Bhd
Computer Systems Advisers (M) Berhad
Credit Guarantee Corporation (M) Bhd
CSA EPIC-I Sdn Bhd
D G Kom Sendirian Berhad
Dagang Net Technologies Sdn Bhd
Datacom South East Asia (M) Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd
Dell Global Business Center Sdn Bhd
DHL Express (Malaysia) Sdn Bhd
Dialog Telekom Limited
Diethelm (M) Sdn Bhd
DIGI Telecommunications Sdn Bhd
Dumex (Malaysia) Sdn Bhd
East of Suez Holdings Sdn Bhd
ECM Libra Investment Bank Berhad
ECS Pericomp Sdn. Bhd.
Edaran Tan Chong Motor Sdn Bhd
E-Genting Sdn Bhd
Entellium Technologies Sdn Bhd
EON Bank Berhad
EPF Social Security Training Institute (ESSET)
EPIC-I Sdn Bhd
EPS Computer Systems Sdn Bhd
Ericsson Malaysia
Etiqa Insurance Bhd
Etiqa Takaful Bhd
Euratech (Malaysia) Sdn Bhd
Formis Software Dynamics Sdn Bhd
Fresenius Medical Care Malaysia Sdn Bhd
Frontline Technologies Malaysia Sdn Bhd
FSBM Mantissa (M) Sdn Bhd
Fuji Xerox Asia Pacific Pte. Ltd
Fujitsu (Malaysia) Sdn Bhd
Gagasan Carriers Sdn Bhd
Gapurna Technologies Sdn Bhd
Genting Information Knowledge Enterprise Sdn Bhd
Global Transit Communications Sdn Bhd
Group Associated (C&L) Sdn Bhd
Grundfos Pumps Sdn Bhd
Gucci (Malaysia) Sdn Bhd
Guinness Anchor Berhad
HeiTech Padu Bhd
Hewlett-Packard Sales Malaysia Sdn Bhd
Hilton Petaling Jaya
Honda Malaysia Sdn Bhd
ICI Paints (Malaysia) Sdn Bhd
IITC Global Technology Sdn Bhd
IMU Education Sdn Bhd
InfoConnect Sdn Bhd
ING Insurance Bhd
interTouch (Malaysia) Sdn Bhd
iPerintis Sdn Bhd
Islamic Banking and Finance Institute Malaysia Sdn Bhd
ISS Consulting (M) Sdn Bhd
IT-365 Malaysia Sdn Bhd
ITApps Sdn Bhd
Jabatan Pengangkutan Jalan
Jabatan Pentadbiran Latihan
Jebsen & Jessen Communication Solutions (M) Sdn Bhd
Johnson Controls (M) Sdn Bhd
Kannal Solutions Sdn Bhd
Keretapi Tanah Melayu Berhad
Khazanah Nasional Berhad
Kolej Yayasan UEM
Kualiti Alam Sdn Bhd
Kurnia Insurance (M) Bhd
Lafarge Cement Sdn Bhd
Majlis Amanah Rakyat (MARA)
Malayan Banking Berhad
Malayan Cement Industries Sdn Bhd
Malaysia National Insurance Berhad
Malaysian Assurance Alliance Berhad
Maxfame Technologies Sdn Bhd
Mayban Fortis Holdings Berhad
Mayban General Assurance
Mayban General Assurance Berhad
MBF Cards (M) Sdn Bhd
McKinnon & Clarke Sdn Bhd
MEASAT Satellite Systems Sdn Bhd
Media Prima Berhad
MEPS (1997) Sdn Bhd
Mesiniaga Bhd
Mexter MSC Sdn Bhd
Mid Valley City Sdn Bhd
MISC Berhad
Mitsui Soko (M) Sdn Bhd
MnEBay (M) Sdn Bhd
MNRB Holdings Berhad
Modipalm Engineering Sdn Bhd
MoHR
M'sian Life Reinsurance Grp Bhd
Multimedia College
N2N Connect Berhad
NCH Corp (M) Sdn Bhd
NEC Corporation of Malaysia Sdn Bhd
Netstar Advanced Systems Sdn Bhd
OCBC Bank (M) Bhd
OMD (M) Sdn Bhd
Optimal Chemicals (M) Sdn Bhd
Oracle Corp (M) Sdn Bhd
P & O Global Technologies Sdn Bhd
Panglobal Insurance Berhad
Paradigm Systems Berhad
Pembangunan Sumber Manusia Berhad
Perbadanan Bekalan Air Pulau Pinang Sdn Bhd
Pernec Corporation Berhad
Pharmaniaga Logistics Sdn Bhd
Plus Expressways Berhad
Power Innovations Sdn Bhd
Premier Lubricants (M) Sdn Bhd
Prometric BV
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Prudential Services Asia Sdn Bhd
Rangkaian Segar Sdn Bhd
REDtone Telecommunications Sdn Bhd
Rentwise Sdn Bhd
RHB Bank Berhad
Ricoh (Malaysia) Sdn Bhd
Rohas-Euco Industries Bhd
SAINS Sdn Bhd
Samsung Malaysia Electronics (M) Sdn Bhd
Sapura Research Sdn Bhd
Sarawak Information Systems Sdn Bhd
SCAN Associates Berhad
Scope International Sdn Bhd
Shangri-La Hotels Marketing Sdn Bhd
Shell IT International Sdn Bhd
Shell Malaysia Trading Sdn Bhd
Signature Manufacturing Sdn Bhd
Skynet Worldwide (M) Sdn Bhd
SNT Global Services Sdn Bhd
Sony BMG Music Entertainment
Southern Bank Berhad
Standard Chartered Bank
Star Publications
Sumiso (M) Sdn Bhd
Sun Media Corporation Sdn Bhd
Sunway Holdings Bhd
Sunway Pyramid Sdn Bhd
Suruhanjaya Syarikat Malaysia
Taylor's College Sdn Bhd
Teknicast Sdn Bhd
Teknik Janakuasa Sdn Bhd
Teledirect Telecommerce Sdn Bhd
Telekom Sales & Services Sdn Bhd
Telekom Smart School Sdn Bhd
Telshine Sdn Bhd
Tenaga Nasional Berhad
The Media Shoppe Bhd
The Nielsen Company (Malaysia) Sdn Bhd
Time dotCom Bhd
TM Asia Life (Malaysia) Berhad
Tokio Marine Insurans (M) Bhd
TT dotCom Sdn Bhd
Tyco Fire, Security & Services Sdn Bhd
UCB Pharma Asia Pacific Sdn Bhd
UEM Academy Sdn Bhd
United Overseas Bank (M) Berhad
University of Malaya
VADS Business Process Berhad
ViewPoint Research Corp. Sdn. Bhd.

Registration Form

Powerful Presentation Skills Workshop 24th – 25th May 2010, JW Marriott Hotel Kuala Lumpur

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: