



# Mastering Business Etiquette and Grooming for Professional Success

30 May 2024 | 9:00AM - 5:00PM  
Sheraton Petaling Jaya Hotel  
Crowe CPE



Smart decisions. Lasting value.

# Mastering Business Etiquette and Grooming for Professional Success:

## Acquire Personal Skills for Professional Success

### The Path to Professional Poise

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Are business etiquette and personal grooming skills really that important in today's fast-paced business world? The answer is a resounding YES as etiquette in the workplace is about respecting the people we work with and the culture in which we conduct our business.

In a world that's becoming more and more competitive, proper business etiquette and interpersonal skills play an increasingly important role in the success or failure of anyone's business career and the company they represent. No matter how talented you are, the impression you leave behind depends on how well you interact with and treat others.

The objective of this training program is to enhance your business etiquette and grooming skills to create a positive and professional image in a business environment.

## The Power of a Professional Presence

Master essential business etiquette in these key settings:



In The Workplace



Online



In Business &  
Social Networking  
Settings



When using  
Mobile Devices

# Programme Outline

Mastering Business Etiquette and Grooming for Professional Success  
30 May 2024 | 9:00AM - 5:00PM | Venue: Sheraton Petaling Jaya Hotel

0850 am	Registration
0900 am	<div><b>Lesson 1: Basics of Business Etiquette</b><ul style="list-style-type: none"><li>Understanding the basics of business etiquette: Learn core values of courtesy, respect, and professionalism.</li><li>Respecting time and personal space: Explore punctuality and boundaries in both physical and virtual settings.</li><li>Navigating Sensitive Conversations: Develop strategies for discussing race, religion, politics, and other sensitive topics with empathy and cultural sensitivity.</li></ul><i>Trainer: Lai Siew Peng</i></div>
1045 am	Break
1100 am	<div><b>Lesson 2: Professional Communication and Workplace Etiquette</b><ul style="list-style-type: none"><li>Business Meetings and Networking Events: Business meetings and networking gatherings offer invaluable opportunities for professional growth and relationship-building. Explore the art of familiarizing yourself with the agenda, set goals for what you hope to achieve, and be proactive in engaging with others.</li><li>Gossip-Free Environment: Learn how to cultivate a mindful approach by redirecting conversations to productive topics and fostering a positive atmosphere where respect and professionalism thrive.</li><li>Respectful Behavior: Maintain low noise levels in shared workspaces and treat colleagues, clients, and associates with courtesy and consideration.</li></ul><i>Trainer: Lai Siew Peng</i></div>
0100 pm	Lunch

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0200 pm	<p><b>Lesson 3: Dining, Entertaining and Social Business Etiquette</b></p> <ul style="list-style-type: none"><li>• Self-catering: Envision the manner in which you choose to present yourself on every occasion.</li><li>• Fundamentals of Etiquette: Attitude, manners, attire, and maintaining a positive image.</li><li>• Understanding the distinction between formal and informal dining etiquette: Embodying Class, Appropriateness, and Poise. This includes table manners, body language, posture (sitting position), eye contact, placement of napkins, and adherence to culinary formalities. <i>Informal Dining</i>: Embrace a relaxed, comfortable, and accommodating atmosphere.</li><li>• Hosting and attending business lunches/dinners: Recognizing the Do's &amp; Don'ts.</li><li>• Navigating common dining challenges: Basic dining etiquette and culinary table arrangements.</li><li>• Striking a balance between socializing and conducting business discussions: Foster integration with integrity and establish healthy boundaries.</li><li>• Understanding personal limits on alcohol consumption: Uphold self-principles and develop a Personal Alcohol Policy.</li></ul> <p><i>Trainer: Sunshine Aileen Devi</i></p>
0345 pm	Break
0400 pm	<p><b>Lesson 4: Personal Grooming and Dressing Etiquette</b></p> <ul style="list-style-type: none"><li>• Tapping into your authentic inner self.</li><li>• Adopting personal grooming for the workplace:<ul style="list-style-type: none"><li>✓ Recognizing the 5 Basic body families and Kibbe body archetypes.</li><li>✓ Choosing outfits that complement your body archetypes.</li></ul></li><li>• Understanding the components of personal grooming, including appearance, hygiene, and attire, to create a positive first impression.</li><li>• Understanding professional dress codes: Guidelines for what to do and what to avoid.</li><li>• Choosing suitable attire for various business settings..</li><li>• Model Showcase:<ul style="list-style-type: none"><li>✓ Office casual attire.</li><li>✓ Office formal wear.</li><li>✓ Annual Dinners &amp; Functions - Adhering to the dress code theme, such as Black tie.</li><li>✓ Party outings - like a Yacht party: Following specific dress codes, such as White party attire.</li></ul></li></ul> <p><i>Trainer: Sunshine Aileen Devi</i></p>
0500 pm	End of the session



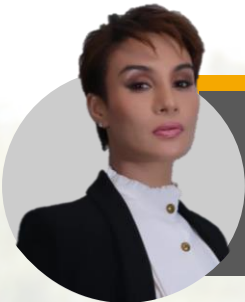
# Speakers' profile



**Lai Siew Peng**  
Senior Trainer

Siew Peng is an experienced soft skills trainer specializing in effective business communication, interpersonal, and business etiquette skills. Before becoming a soft skills trainer 15 years ago, she was a Learning & Development Manager at the Institute of Bankers Malaysia, a Corporate Communications and Business Development manager, and a Corporate Advisory consultant in two of the top professional services firms in Malaysia. Her extensive work experience has provided her with the relevant and hands-on knowledge in communicating effectively across cultures, generations, and industries.

She has excellent communication skills and a passion for promoting respect and positive interactions in both personal and professional relationships. She is a PSMB HRDC Certified Trainer and also holds a Certificate in TESOL: Teaching English to Speakers of Other Languages.



**Sunshine Aileen Devi**  
Celebrity Image Coach |  
TV Host | Emcee |  
Model | Entrepreneur

With a career spanning over 19 years, Sunshine has accumulated significant international experiences, honors, and accolades in the modeling and fashion industry. She has been featured in numerous TV and print commercials, advertisements, and acted in various local and international movies and productions throughout her illustrious career. In recent years, Sunshine has leveraged her wealth of experiences, making her a popular choice for hosting and emceeing events among both international and local conglomerates and organizations.

As the founder of her own modeling talent agency, Sunshine Performing Arts, and cosmetics company, Sunshine Cosmetics, as well as launching her podcast "Sunshine Speaks Biz," she is undoubtedly kept busy. Despite her packed schedule, she remains in high demand for public appearances, modeling assignments, mentoring, and hosting engagements.

# Fee Structure

## Individual Rate

**RM880 Nett / pax**

- With PDF Materials

## Early Bird

(Registration by 10 May 2024)

**RM780 Nett / pax**

- With PDF Materials

**Register Now**

For enquiries and registration, please contact:

Zafirah – [events@crowe.my](mailto:events@crowe.my) | +6014 548 4686

## Terms & Conditions

### Seminar Fee

- Fee is payable to Crowe CPE Sdn. Bhd.
- The fee includes PDF materials and refreshments.
- Individual Registration: Full payment shall be made at the point of online registration.
- Corporate Registration: Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the **seminar**, whichever is earlier.
- **Admittance to the Seminar shall be granted only upon full payment as per the above requirement.**

### Deadline for registration

- Registration closes on **25 May 2024**.

### Verification of Attendance

- All participants are required to present photo identification (NRIC or Driving License) at the point of registration prior to signing the registration list when attending the seminar. Admittance may be denied upon failure to present photo identification.

### HRD Corp (Claimable Events Only)

- Crowe CPE is an approved Training Provider registered under 'Crowe CPE Sdn. Bhd.' (MyCoID: 201873K).
- 30% upfront payment required via HRDC grant application.

### Employer's Obligations

- To ensure grant approval is obtained prior to event and to provide the Grant ID notification upon event registration.
- To make full payment to Crowe CPE as per the issued Invoice within 14 working days upon receipt of Crowe CPE's notification in the event the training fee is cancelled by HRDC due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDC.
- To settle the balance payment to Crowe CPE within 14 working days upon receipt of Crowe CPE's notification in the event only partial claim is approved by HRDC. Crowe CPE will provide copy of the original invoice and will not issue a new invoice for the balance amount.
- If employer has made payment prior to grant approval, a refund will be made to employer subject to reimbursement received from HRDC. Refund will be made via IBG Transfer.
- To provide required information and/or documents after completion of event for the purpose of HRDC Claim within 7 working days upon receipt of Crowe CPE's notification.

### Cancellation

- Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:
- For written cancellation received with minimum seven (7) days' notice from the date of the training, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the training, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the training or for participants who failed to join the training. Unpaid registrations will also be liable for full payment of the registration fee.
- Replacing registered participants is not allowed.

### Participant's Classification and Information

- Please select the participant classification carefully as it determines the fees payable.
- The information on Corporate/Individual shall be deemed true and correct. No alteration will be allowed upon registration.

### Certificate of Attendance and CPE Credit Hours

- Participants will be issued an e-certificate upon full attendance and submission of the feedback form.
- CPE hours are claimable through participants' own applications to the awarding bodies.

### Copyright

- No part of the e-material may be reproduced in any form, stored in a retrieval system, transmitted by any means electronically or mechanically, photocopied, or recorded without prior permission of the organiser.

### Data Protection Act

- Personal Data is gathered under the Personal Data Protection Act 2010 (Act 709).

### Disclaimer

- This seminar shall not constitute an endorsement of the speaker(s) by Crowe Malaysia PLT and Crowe Malaysia PLT shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the seminar's participants.



## Contact Us

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## About Crowe Malaysia PLT

Crowe Malaysia is the 5th largest accounting firm in Malaysia and an independent member of Crowe Global. The firm in Malaysia has more than 10 offices, employs over 1,200 staff, serves mid-to-large companies that are privately-owned, publicly-listed and multinational entities, and is registered with the Audit Oversight Board in Malaysia and the Public Company Accounting Oversight Board in the US.

## About Crowe Global

Crowe Global is one of the top 10 accounting networks with over 200 independent accounting and advisory firms in more than 145 countries. For almost 100 years, Crowe has made smart decisions for multinational clients working across borders. Our leaders work with governments, regulatory bodies and industry groups to shape the future of the profession worldwide. Their exceptional knowledge of business, local laws and customs provide lasting value to clients undertaking international projects.

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