

## 1-day Seminar on

# "How To Get Your Message Through"

Date : **23<sup>RD</sup> February 2012, Thursday**

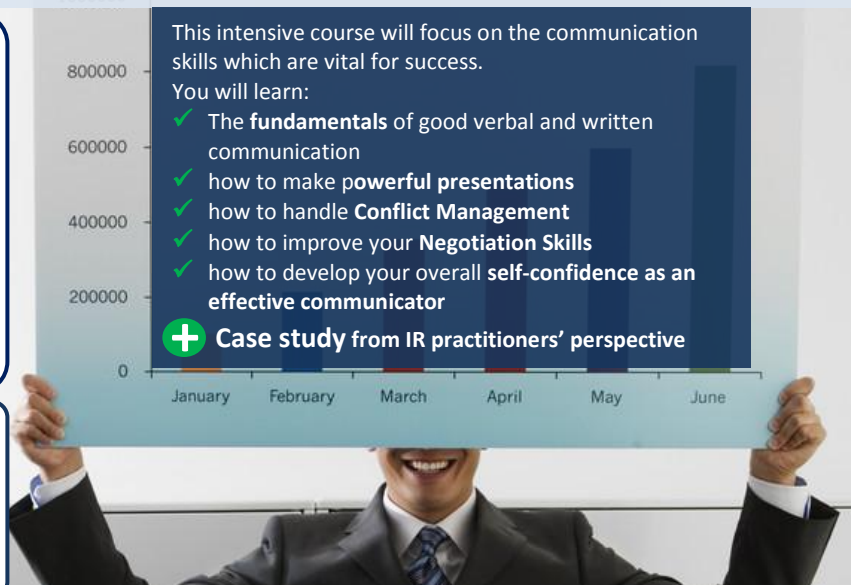
Venue : **Theatrette**  
Lower Ground Floor, Bursa Malaysia  
Exchange Square, Bukit Kewangan  
50200 Kuala Lumpur

Fee : **RM800\*** for MIRA members  
\*redeemable via MIRA vouchers  
**RM1,200** for non-members

**Registration :** 8:45 am  
**Commence :** 9:00 am  
**End :** 5:15 pm

### Who should attend:

- ✓ Directors
- ✓ Investor Relations Officers
- ✓ Corporate Communications, PR Officers



## TOPIC OUTLINE

### Session 1 - Morning

#### ▪ Essential Communication

- Principles and fundamentals of good verbal communication
  - CLARITY / COHERENCE / CLARITY
- The Art of ACTIVE LISTENING
- Understanding your audience
- Non-verbal communication - gestures, postures, body language
- Principles and fundamentals in common speech
- Improving your ability to send and to interpret crucial communication signals
- Communication styles: your OWN vs OTHERS
- Paralanguage - the choice of words
- Identifying common barriers to communication; ways to overcome them
- Techniques in *PERSUASION*

#### ▪ Written Communication

- Planning, Outlining – orchestrating the ROAD-MAP
- Visualization POSITIVE results
- Gaining and Maintaining Attention
- Identifying the objective and key focus
- Writing for Results - Principles of Persuasive Writing
- Positive vs Negative tones

**Session 2 - Afternoon****▪ Effective Communication (Case Study)**

- Planning, Organizing and Structure
- Defining the focus and objective – what is the expected result
- The 5 “Wise Men”
- Getting the audience attention – articulation of KEY words
- Obstacles to good presentations – avoiding DISTRACTIONS
- Preparing the presentation
- Managing the audience; REFLECT & DEFLECT

**▪ Conflict Management**

- What conflict really means – constructive / destructive
- Dealing with resistance and disagreement
- The use of constructive & consultative confrontation
- OBJECTIVITY vs SUBJECTIVITY
- Building the Common Goal

**PRESENTER**

**Mr. Robbin Khoo** has extensive working experience with both MNCs and local financial groups, and has held various senior management positions. With hands on experiences in the areas of strategic planning, mass communication, change management, project management, sales management, business development and customer service, Robbin is poised to share the pragmatic perspective in managing the creative style and approach in preparing and formulating effective communication within companies.

Organisations which have benefited from his experiences include Proton Edar, Prudential Unit Trusts, Prudential Assurance, Apex Unit Trusts, Standard Chartered, United Overseas Bank, Southern Bank, Dreamwork Communications, mtb Advance Terminal, Hong Leong Assurance Berhad, and Inter-Pacific Asset Management Sdn Bhd.

Robbin holds an MBA from the University of Keele, UK, a Diploma in Marketing from the Chartered Institute of Marketing and is a Certified Financial Planner (CFP).

***“Building your communication skills is the single most important asset in the development of how you can better manage your experiences with others”***

*Robbin Khoo*

**PROGRAMME OUTLINE**

08.45 am to 09.00 am	<b>Registration</b>
09.00 am to 10.30 am	<b>Essential Communication</b>
10.30 am to 10.45 am	<b>Q &amp; A session</b>
10.45 am to 11.00 am	<b>Coffee break</b>
11.00 am to 12.30 pm	<b>Written Communication</b>
12.30 pm to 12.45 pm	<b>Q &amp; A session</b>
12.45 pm to 01.30 pm	<b>Lunch</b>
01.30 pm to 03.00 pm	<b>Effective Communication (Case Study)</b>
03.00 pm to 03.15 pm	<b>Q &amp; A session</b>
03.15 pm to 03.30 pm	<b>Coffee break</b>
03.30 pm to 05.00 pm	<b>Conflict Management</b>
05.00 pm to 05.15 pm	<b>Q &amp; A session</b>

# Malaysian Investor Relations Association Berhad

(Company no. : 777008-W)

Annexe Building, Bursa Malaysia Bhd, Exchange Square, Bukit Kewangan,  
50200 Kuala Lumpur, Malaysia

Tel : +603 – 2034 7677 / 7415 Fax : +603 – 2732 0771

Email : [mira@bursamalaysia.com](mailto:mira@bursamalaysia.com) website : [www.mira.com.my](http://www.mira.com.my)

## Registration Form

(23 February 2012)

	Name of participants	Designation
1		
2		
3		
4		

Name of Company : .....

Address : .....

Contact person : .....Tel. no. : ..... Email : .....

Please tick if participant requires a certificate of attendance [      ]

**Fee :** *Join MIRA today and benefit from complimentary MIRA Insights/MIRA Connection sessions, vouchers and members' special rate for training programmes!*

MIRA Member	Non-MIRA Member
<b>RM800.00 per participant</b> (redeemable via MIRA vouchers) MIRA membership no. : _____	<b>RM1,200.00 per participant</b>

(inclusive of refreshments and lunch)

**Cancellation :** There is no refund for cancellation or non-attendance but substitutes from the same company are allowed. Admittance will not be permitted unless payment is received.

**Reservation :** The organiser reserves the right to make changes to the venue, date, speaker, fee and cancellation of the workshop/seminar if warranted by circumstances beyond the organiser's control.

**Registration & enquiries :** **Malaysian Investor Relations Association (MIRA)**

Contact Persons :

(1) Mr. Alex Lee  
Tel. no. : +603 – 2034 7491  
Email : alexlee@bursamalaysia.com

(2) Pn. Zulaika Binti Salleh  
Tel. no. : +603 – 2034 7415  
Email : zulaika@bursamalaysia.com

**Closing date :** **20 February 2012**

**Payment** Enclosed is cheque/bank draft no. .... for the sum of RM..... made payable to "Malaysian Investor Relations Association".

**Registration is on first-come-first-serve basis. All registrations must be accompanied with payment.**