



Webinar Talk on “Effective Speaking and Communicating Beyond Equations”

Date : 17 Dec 2025 (Tuesday)

BEM APPROVED CPD: Applying

REF NO: Applying

Time : 4.00 pm - 6.00 pm

Platform : Zoom

Registration fee:

- **Student Member: Free**
- **IEM Member: RM15.00**
- **Non-Member: RM70.00**

Synopsis

Engineers often excel in technical knowledge yet struggle to communicate complex ideas with clarity, influence, and impact. This webinar equips engineers and technical professionals with strategies to articulate ideas beyond formulas and calculations. The session focuses on strengthening verbal communication, structuring persuasive messages, translating technical content for non-technical audiences, and projecting confidence in meetings, presentations, and stakeholder engagements.

Participants will learn how to communicate complex concepts simply without oversimplifying, navigate difficult questions, apply storytelling techniques in technical contexts, and speak with authority in high-stakes environments. The session also emphasises professional presence, emotional intelligence, and aligning communication with organisational and project objectives. By the end of this hands-on programme, participants will enhance their ability to influence decisions, improve stakeholder understanding, and communicate technical content with clarity, confidence, and credibility, which are essential skills for every engineer aspiring to lead, inspire, and excel beyond equations.



Speaker

Ir. Assoc. Prof. Dr.
Syuhaida Ismail

Dr. Syuhaida Ismail, Chair of the Project Management Technical Division (PMTD), IEM, is specialising in project management and maritime governance. She has received more than 40 major recognitions, including the BEM Special Mentioned International Award 2025, WFEOWomen in Engineering Laureate 2024, IEM Woman Engineer Award 2024, and MBOT Woman Leadership Award 2024, and over 50 international medals for research innovation, with outputs commercialised through 120 patented or copyrighted products. She has published over 470 works, led 130 technical and research projects, and delivered more than 150 keynote and panel presentations worldwide.