



# BREAKFAST TALK ON “FIRST IMPRESSION MATTERS”

(Organised by the Standing Committee on Corporate Affairs)

**Date** : 15 February 2014 (Saturday)  
**Time** : 9.30 am to 11.30 a.m. (*Refreshments served at 9.00 am*)  
**Venue** : TUS Lecture Room, 2<sup>nd</sup> Floor, Wisma IEM, PJ  
**Speaker** : Ms Jean Soong

**IEM14/HQ/002/T**  
**2 CPD Hours**

## SYNOPSIS

Technical acumen alone is insufficient for engineering career success. Soft skills play an increasingly important role in the making of a successful professional. Hence, this 2½-hour informative talk is to provide engineers who are corporate managers, executives or business personnel an overview of corporate image and an understanding on the importance of first impressions and how one is perceived in the business environment. It covers fundamental principles and useful tips in projecting one-self with confidence and respect by projecting the right image.

## Take-away for the Audience

- ✓ Understand how is our image formed and how we are perceived by others
- ✓ Recognise the importance of Image
- ✓ Know the 4 key components that constitute First Impressions to create a powerful image
- ✓ Know how to introduce oneself and introduce others in a gracious and proper manner
- ✓ Understand and apply the fundamental Business Dressing Sense for Men & Women
- ✓ Recognise the importance of values to apply in a business and social environment



## BIODATA OF SPEAKER – Ms. JEAN SOONG

Jean Soong has an extensive 15 years of enriching work experience, primarily focuses on Human Resource and Learning & Development in the financial institutions and another 10 years in a conglomerate diversified in hotel, banking and property investments. Equipped with her vast managerial experience and skills in relationship management and people development in Human Resource and Learning & Development, Jean specialises in core trainings on Corporate Image Development, Public Speaking and other People Development areas. Her philosophy is, besides academic qualifications and technical competency skill sets that one possesses, to be a successful individual in the competitive corporate world and networking society, one needs to maintain consistent positive self-esteem image outlook, develop good behavioural skills, practice good ethics and values, establish people relations and build vital communication skills, are some of the key attributes to people engagement and development. Jean is an active Toastmaster and has held several Toastmasters Club Officer positions as Assistant Area Governor Marketing, Immediate Past President, President, Vice-President of Education, Secretary and Club Mentor over a period of 6 years. She has attained the Toastmasters International awards as Competent Communicator and Advanced Leader Bronze.

## Dato’ Ir. Dr. Andy Seo Kian Haw

Chairman, Standing Committee on Corporate Affairs

### ANNOUNCEMENT TO NOTE

1. Talk is **STRICTLY** for IEM members only (pre-registration is **NOT** required).
2. Telephone and/or fax reservation will **NOT** be entertained.
3. Limited seats are available on a "first come first served" basis (maximum 30 participants).
4. IEM members are required to produce your **membership cards** for confirmation of attendance (CPD purpose).
5. Latecomers will not be allowed to enter if the lecture hall is full nor be entitled to CPD.

**IEM members who fail to produce their membership cards will be charged a fee of RM20.00**

### FUNDS FOR IEM NEW BUILDING (WISMA IEM)

Kindly be informed that participants will be charged RM10.00 administrative fee for talks organised by IEM. The fee will be used for overhead costs, building maintenance expenses as well as to support the purchase of Wisma IEM. Your understanding is much appreciated.

### CPD HOURS CONFIRMATION

Name of Member :  
 Membership No. :  
 Date :  
 Signature :