



PERSONAL DEVELOPMENT WORKSHOP FOR WOMEN

For the woman who is looking to renew, rebuild and refresh herself to face the challenges in today's fast-changing environment.

- Date: 23 Feb 2019 (Saturday)
- Time: 9:00am – 4:00pm
- Venue: Binjai Soho 8, Kuala Lumpur
- Fee: RM350 per person

A courtesy discount of 25% will be given to all Peniagawati members; or to non-members who come in a group of 2 or more.

This workshop aims to empower women to be the best version of ourselves! Learn to move forward in life with confidence, courage and authenticity.

In this workshop, you will learn to equip yourself with essential skills and tools that will help get you ready for the next level. Build your communication assertiveness, rediscover your talents and strengths and harness the power of social media to market and discover a network of like-minded people and potential clients.

Seats are available for only **six (6) participants** to ensure a safe, stress-free and nurturing environment.

“Thanks again for today’s session. Indeed it is my best birthday gift for 2019.”
- Mandy, Entrepreneur and Director of a business worth RM2mil per annum, participant of PDS#1.

MODULE 1: RAISING YOUR PERSONAL BRAND

Learn what makes you unique and stand out in a crowd.

MODULE 2: 7 C’S OF EFFECTIVE COMMUNICATIONS

Creating positive first impression and public speaking.

MODULE 3: SOCMED 101

Connect and enlarge your personal and professional network.



event programme

9:00am Ice-breaking Session

9:30am **Raising Your Personal Brand**

10:30am Coffee Break and Sharing Session

11:00am **7C's of Effective Communications**

12:30pm Lunch & Solat Break

2.00pm **Digital Marketing and Social Media 101**

3.00pm Roleplay and Sharing Session

4.00pm Workshop Debriefing and Conclusion

For more information and/or to register, contact **+60 11-3725 3075 (Didi)** or email kreatifmegamas@gmail.com or rafizah.amran@consultant.com; or visit our website www.kreatifmegamas.com/blog

RUNDOWN

The workshop is a full-day session and combines 3 modules and 1 role-play session.

It is suitable for people who would like to tailor their personal brand more strategically so that their presence are memorable and effective (for example, if you run your own business; or if you have just changed jobs or promoted to a position of authority) and those who need a little help with public speaking and presenting, be it when seeing clients or chairing meetings.

We help participants by identifying their triggers, nervous ticks and suggesting how to react in such situations where they are required to speak up, as well as help to craft master statements for each so that their professional perception closely mirrors their strengths and skill set. In each module, we share gaffes or successes by VIPs, companies and public figures.

The last module touch on how to use social media platforms and create relatable content to suit your brand, and tips and tricks on using Digital Marketing such as Facebook Ads to widen your reach and/or professional and personal network.



ABOUT THE COACH



"**Rafizah** is a person that I deeply respect and admire for her passion and action. She is a go-getter, knowledgeable, someone that brings tangible results and one I highly recommend. No cutting to the chase, no shortcuts, but doing what it takes and what needs to be done. She is a results-focused professional with many many many skills and talents. A true hybrid of discipline and action." -Andreas Vogiatzakis, CEO, Havas Media

RAFIZAH AMRAN is a strategist, integrated marketing communications and public relations specialist and a communications coach with over 20 years of experience across several industries including pharmaceutical, healthcare & nutritional consultancy, FMCG, finance, entertainment, broadcasting, tourism, aviation and non-profit. Notable employers include OSK Holdings Berhad, Nestle Malaysia Berhad, AirAsia Berhad, Firefly Airlines and Cancer Research Malaysia. The last 10 years of her corporate career saw her in senior management positions in public-listed companies with intense involvement in formulating strategies and creating new revenue streamlines, in addition to providing counsel and overseeing special projects for the Board of Directors.

Throughout her career, Rafizah has been personally responsible or was part of an award-winning team who won accolades that included Brand Finance Malaysia's Top 50 Brands, KPMG Shareholder Value Award, StarBiz-ICR Malaysia Corporate Responsibility Award, Skytrax World's Best Low Cost Airline, Malaysia Excellence Awards and Putra Brands Awards.

Under Kreatif Megamas, a company co-founded with a Financial PR specialist, she plays the role of a Management Consultant, providing counsel on strategy, structure, management and operations for companies such as AIG Malaysia Insurance Berhad. She is also a highly sought-after panel for marketing awards and conducts speaking engagements, workshops and coaching sessions. Rafizah continues to serve as an active volunteer for various NGOs and regularly conducts fundraising in cash and in kind to aid various initiatives by Community Policing Malaysia.