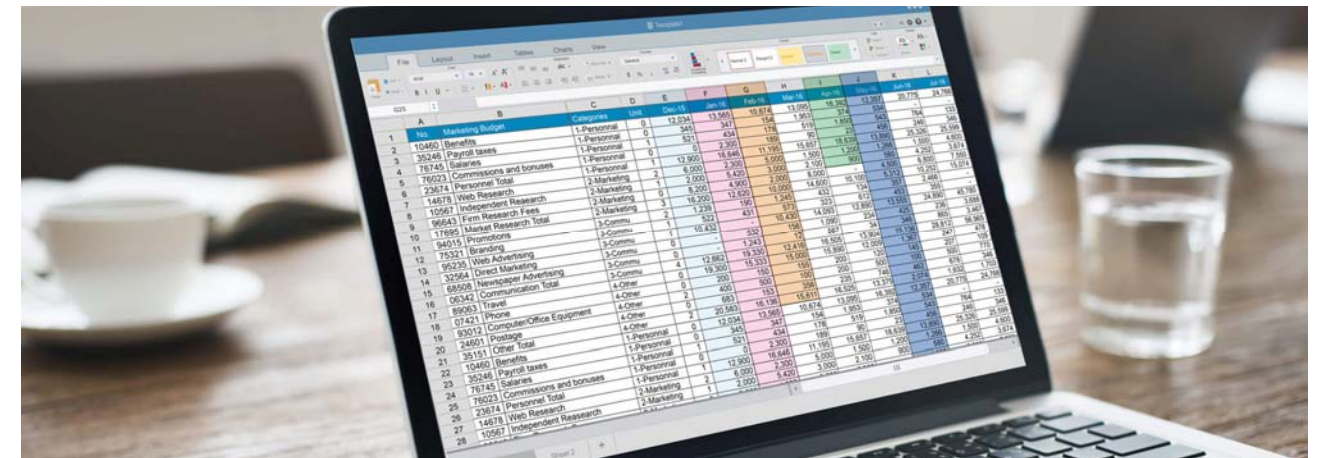




TRAINING BROCHURE

EXCEL SKILLS FOR BUSINESS



Dates: 4th, 5th, 6th August
Time: 2:30 PM - 4:30 PM
(GMT+6:30)
Venue: ZOOM
Trainer: MLR Company Ltd

COURSE OUTLINE

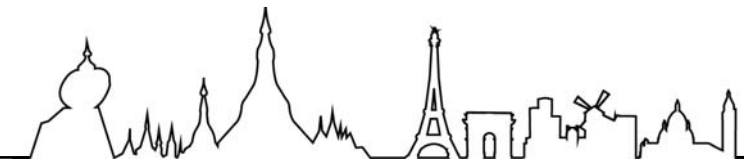
From beginner to advanced level, this course has been design to provide practical guidance and support to help you become more comfortable and more efficient using EXCEL.

- Key foundations of EXCEL
- How to perform calculation more efficiently
- Essential formulas and syntax
- Time saving tips
- Practical case entirely based on client's needs

WHO SHOULD ATTEND?

This course is suitable for anyone working with Excel such as:
- Admin and finance assistant & Managers
- Business Development & Sales managers





ACCOUNTING FOUNDATIONS FOR NON FINANCE MANAGERS AND ENTREPRENEURS



Dates: 11th, 12th, 13th August
Time: 2:30 PM - 4:30 PM (GMT+6:30)
Venue: ZOOM
Trainer: MLR Company Ltd

COURSE OUTLINE

Accounting Foundations for Entrepreneur and non-Finance Managers Course provides introduction to all different basic types of accounting, from bookkeeping to tax accounting and provide practical insight on how accounting influence decision making.

In this course elements below will be covered:

- Four types of Accounting
- Uses and understanding of financial statements (Balance Sheet, Income Statement, Cash flow statement)
- Income Taxes in Myanmar

WHO SHOULD ATTEND?

Entrepreneurs and anyone interested in learning accounting and finance foundations: Directors, Sales managers, HR etc.

ABOUT TRAINER

MLR COMPANY LIMITED



MLR Company Limited is a small-size business law and advisory firm (ISO 9001:2015) established in Yangon. The firm has local and international client base giving us sizable influence throughout the Republic of the Union of Myanmar.

We offer a full range of corporate and commercial legal services, including but not limited a comprehensive legal consulting service, incorporation of a Myanmar business, corporate secretarial Service and Legal research service. We also provide internal audit for ISO 9001:2015.



HOW TO TAKE ADVANTAGE OF FACEBOOK FOR YOUR BUSINESS



Dates: 17th, 18th, 19th July
Time: 2 PM - 4 PM
(GMT+6:30)
Venue: ZOOM
Trainer: Mrs. Carine LE PORT
Language: English

COURSE OUTLINE

Planning content that attracts the attention of your audiences

- Understanding graphic design rules
- Exploring types of content that engage Facebook users

Communication with customers on FB posts and messenger

- Do's and Don'ts in social media communication
- Discovering Facebook/Messenger tools available (live chat or automated experiences)

Basics of advertising campaign plan development

- Understanding the importance of posting new contents on FB to keep audiences engaged
- Exploring techniques for organic advertising versus paid advertising
- Strategies in time of Covid-19: focus on growing your audience and engaged them.

WHO SHOULD ATTEND?

Myanmar and foreigners - all level employees who want to know how to boost their company visibility via Facebook.

ABOUT TRAINER

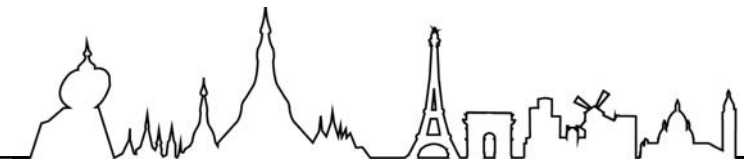


CARINE LE PORT

Carine Le Port holds a MBA from Yangon University of Economics (Myanmar), a Master of Commerce from the University of Queensland (Australia), and several international certifications as a trainer in the hospitality and tourist sector.

She has 20 years of professional experience in the hospitality, customer service and training business in France, in Australia and in South-East Asia.

She has worked for 15 years for the Starwood group (Le Méridien Hotels) in France and in Asia (Singapore, Cambodia, Thailand) and as a Hospitality & Tourism Tutor for the School of Tourism of the University of Queensland and Griffith University (Australia). She has been living in Myanmar since 2013, working as a Center Director of the Temasek International College, as CEO of EduLink Australia, and as a senior lecturer for Strategy First and STI Myanmar University. Her expertise covers marketing, customer service, sales techniques, communication and hospitality & tourism.



HOW TO TURN YOUR ORGANIZATION INTO A STRONG BRAND



Dates: 30th July, 1st, 2nd August
Time: 2 PM - 4 PM (GMT+6:30)
Venue: ZOOM
Trainer: Ms. Catherine CHAI
Language: English

COURSE OUTLINE

Brand building is widely acknowledged as an effective tool to help companies and organisations differentiate themselves to attract and retain customers. Get a full, complete, and clear understanding of what branding really is to harness its power and benefits. This hands-on and highly experiential two half-day workshop is packed with insights from both global and Asian brands that can be implemented quickly and inexpensively.

Day 1

- Concept of brand and branding
- Myths and pitfalls
- Brand identity and brand image

Day 2

- Developing a compelling value proposition
- Brand management wheel
- Brand action plan

WHO SHOULD ATTEND?

Professionals responsible for brand development and marketing, business owners and entrepreneurs looking for competitive advantage, and enterprising individuals seeking new ideas in brand building.

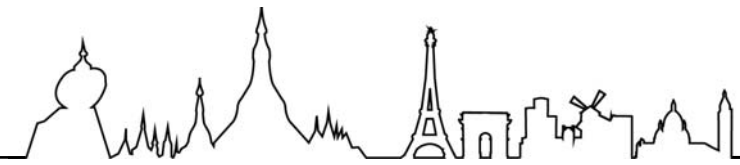
ABOUT TRAINER



CATHERINE CHAI

Catherine has over 20 years of proven and successful track record in brand strategy, learning & development, facilitation and coaching. She is the author of 'From Bland to Brand – The Essential Branding Handbook for Asian Businesses.' She runs a successful management consulting firm for over ten years and has worked with over 300 leaders and train over 3,000 people in Asia to catalyse growth.

Catherine is a Certified Practising Management Consultant, an ACTA-certified trainer, and a Certified ACC Coach by the International Coaching Federation. She coaches leaders of Fortune 1000 companies to support them in achieving their personal and professional goals. Catherine holds an MBA from the University of Melbourne.



SOCIAL MEDIA MARKETING: CREATING CONTENTS FOR NEW LEADS



Dates: 7th, 8th, 9th July
Time: 2 PM - 4 PM
(GMT+6:30)
Venue: ZOOM
Trainer: Ms. Sandra TAN
Language: English

COURSE OUTLINE

Introduction to social media marketing

- Landscape Changes in Social Media
- Trends in Digital Marketing
- Three 'Lives' to Survive In Crisis Period

Understanding Customer Avatars

- Converting Followers to Fans
- Beyond Demographics & Psychographics
- Defining Customer Avatars & Customer Types

Content creation

- Social Media Strategies & Deep Dive
- Writing Persuasive Stories Contents
- Social Media Calendar
- One Story, Three Angles
- How Video Enhances Contents in Social Media
- Types of Videos
- Storyboarding Good Videos

Generating leads through social media

- Role of Funnels Marketing for Leads
- Email Marketing to Build a Lifetime Customer

Generating value for success

- Value Ladder for Success
- Communicating Value Via Social Media

WHO SHOULD ATTEND?

This course is suitable for middle managers and above in the B2C and B2B businesses. They are professionals:

- who will need to harness Social Media as part of their brand's marketing strategy to expand online presence, and
- who would like to enhance skills in and knowledge of the Social Media Marketing Strategy and Social Media Trends.

ABOUT TRAINER



SANDRA TAN

Sandra is the Founder & Director of Esteem Communications & Training Consultancy, with more than 30 years' experience in retail, corporate and academia work. She is an emerging voice in LinkedIn on hospitality, tourism, retail and entrepreneurship, and a speaker on digital marketing trends and branding.

Sandra is also the Lead Trainer with SHATEC Singapore for the Digital Marketing in Hospitality course, and has conducted more than 15 classes this year. She has also

trained marketing professionals in Thailand, Indonesia, Myanmar and gave a talk on the Next Big Thing in Tourism in the Philippines for the Leaping Forward: Philippines 4.0 Conference in 2019.

Sandra is also the Lead Trainer for Strategic Digital Marketing in Retail & Ecommerce for the Singapore Retailers Association (SRA). She has run two other courses on Social Media Marketing with SRA. Sandra is a certified practitioner & coach for Design Thinking and a master practitioner & coach for Neuro-Linguistic Programming (NLP). She has conducted a Design Thinking course in Chengdu, China.



TOP 5 SALES STRATEGIES TO NAVIGATE OUT OF THE CRISIS SALES TERRITORY ANALYSIS & SELLING TO DIFFERENT PERSONALITY TYPES



Dates: 26th, 27th June
Time: 2 PM - 5 PM
(GMT+6:30)
Venue: ZOOM
Trainer: Ms. Laetitia WONG
Language: English

COURSE OUTLINE

TOP 5 SALES STRATEGIES TO NAVIGATE OUT OF THE CRISIS

- 3-step formula to stand out against competition immediately
- Where to find the perfect prospects
- Why knowing who to sell is more important than what you sell
- How to confidently ask for the \$
- The winning formula to >90% retention and secure upsell with your Tier 1 customers

SALES TERRITORY ANALYSIS & SELLING TO DIFFERENT PERSONALITY TYPES

- Knowing who your competitors are and how to creatively find information about them
- Identifying and assessing your territory potential
- How you can stand out in your territory (hands-on SWOT analysis)
- Understanding the main personality types
- How to sell to them in a way they want to buy

WHO SHOULD ATTEND?

This course is suitable for middle managers and above in the B2C and B2B businesses.

ABOUT TRAINER



LAETITIA WONG

Laetitia has more than 20 years' experience in strategy and B2B sales. Her experience spans across 30 countries and multiple industries and has partnered with leading companies such as L'Oréal, Nestlé, Johnson and Johnson, Citigroup, McKinsey & Company, Japan Tobacco, Samsung Electronics to name a few.

She recently joined a public-listed market intelligence company as Executive Director - Commercial Lead for Asia-Pacific. Prior to this, she enjoyed a brief stint in ma-

naging a consultancy startup and served as Country Head of a London-headquartered research firm in Singapore.

Known for her practitioner approach, Laetitia has coached individuals, teams and leaders on topics related to sales excellence, social media mastery and leadership. She avoids theory to a large extent and her #1 goal is to help her clients achieve their goals faster and easier rather than figure these on their own.