# ETIQUETTE ACADEMY ASIA

# 亞洲禮儀學院

PRIVATE TRAINING

HONG KONG | MALAYSIA | SINGAPORE

www.etiquetteacademy.asia
info@etiquetteacademy.asia

# STANDARD PRIVATE TRAINING PROGRAMME

Duration | 2 days ( 10 hours in total )

Location | 5 Star Luxury Hotel Arrange By Us Nearest To Your Location / Country

Format | One-to-one or small group

Language | English / Mandarin / Malay / Cantonese

We offer extensive customization possibilities.

Please contact us to create the exact experience you need.

# YOUNG DIPLOMAT
# ( 7 – 18 Years Old )

Give Your Child A Gift Of A Lifetime

Dining Etiquette (Continental and American)

Body Language

Greetings And Introductions

Impression Management

Posture And Poise

Social Event Etiquette ( Birthday Party , Wedding , Family Gathering , School Event )

Art of Networking

Communication Skill

Powerful Presence

Social Media Etiquette

University Application And Interview ( For 16 – 18 Years Old )

University Entrance Preparation ( For 16 – 18 Years Old )

Afternoon Tea Etiquette

Cocktail Reception Etiquette

Dining Etiquette (Continental and American)

Body Language

Greetings And Introductions

Impression Management

Posture And Poise

Professional Image

Social Event Etiquette

Wardrobe Management

Art of Networking

Communication Skill

Etiquette Of A Gentleman

Powerful Presence

Electronic Platform Etiquette

Group Interview

Internship Etiquette

Interview Dining Etiquette

Interview Etiquette

Resume And Cover Letter

# COLLEGE & UNIVERISTY AMBASSADOR

Outclass Your Competitor

# BUSINESS PROFESSIONAL

You Are Your Best Investment

Afternoon Tea Etiquette

Cocktail Reception Etiquette

Dining Etiquette (Continental and American)

Body Language

Greetings And Introductions

Impression Management

Posture And Poise

Professional Image

Social Event Etiquette

Wardrobe Management

Art of Networking

Communication Skill

Etiquette Of A Gentleman

Powerful Presence

Electronic Platform Etiquette

Host And Guest Etiquette

Wedding Etiquette

Business Lunch Etiquette

Business Meeting Etiquette

Global Etiquette And Culture

Royal Protocol

## INVESTMENT

CHINA / HONG KONG
USD 2000 per pax per 2 days programme

MALAYSIA
RM 5800 per pax per 2 days programme

SINGAPORE
SGD 2500 per pax per 2 days programme

Inclusive Of :

- Training fee
- Consultant’s traveling expenses to China / Hong Kong / Malaysia / Singapore
- Training materials
- Certificate of attendance
- One 3-course meal
- One afternoon tea
- Pre-training consultation
- Questionnaire
- A year of email consultation after completion of the programme

**1. Do you offer any discount?**
For more than 1 pax, 20% group discount will be applied to the total fee.

**2. I have a few siblings or friends who would like to join is that possible?**
Yes, it is. However, it is important for us to know all details such as age, background and interested modules.  You are welcome to arrange a free consulting with our Principal Consultant to discuss further.

**3. What is the usual procedure to sign up for the class?**
You will discuss your learning objectives with our Principal Consultant over the phone and she will recommend modules which are suitable for you. You will share with us our preferred dates and follow by full payment in order to secure the dates. An online questionnaire will be sent to you two weeks before the training.

**4. The dates stated in the email are not suitable for me. What should I do?**
Send us an email and tell us your preferred dates. We will be able to advise the next available cycle. We recommend our clients to confirm the training dates 2 months in advance.

**5. Where is the training venue?**
We will select the nearest hotel from your location. For example, you are living in Klang Valley. Hence, the Day 1 training will be conducted at Hilton Petaling Jaya Hotel and Day 2 training will be conducted at The Majestic Hotel.

## RECOMMENDATIONS

Well-planned course by Ms. Hor throughout the entire session with insightful guidance. Course content is well-covered and informative, I learned a lot which is useful for a lifetime. In addition, Ms. Hor is offering 1-year free consultation after the session. Hence, I could reach out for assistance when needed. - Mr. Lee, Manager

I came across Etiquette Academy Asia through a public talk that I have attended. Ms. Hor has given us lots of insight about business etiquette in the 2 hours public talk and I decided to engage her when I was promoted to Director. As the new job requires me to travel and meet international clients. The lesson has given me tons of insight into the business professional etiquette and has helped me to improve my social networking skills. - Ms. Gan, Director

Etiquette Academy helped me to polish my etiquette and social networking skills. The course has helped me to learn about international etiquettes such as Japanese, Chinese and Western etiquette. The most interesting part is to learn about the differences between Dato and Datuk. - Mr. Jason, Entrepreneur

The etiquette training delivered by Phooi Sin was very impactful and interesting. I look forward to attending more workshops conducted by Phooi Sin in future. – Ms Chong , Manager

The course helps me to learn about the basic of greetings, name card exchange and things that I never know such as the importance of meeting seating arrangement. The strategy of seating arrangement will help me to excel better in a boardroom meeting or negotiation. - Mr Wilman, Director

Phooi Sin is competent in social and professional etiquette. With a pleasant personality, she puts the audience at ease, as well as confidently imparts valuable lessons about codes of proper behaviour at work. She is adaptable to changing demands of training needs - able to adjust the teaching plan to nuances peculiar to the clients' work environment. – Mr Hendry , Director

学习了礼仪知识后，我感受颇深，更加深刻的懂得礼仪在生活中的重要性。感谢何老师分享。- 李小姐 ， 企业家

两天的课程，让我学到了如何运用礼仪来充分展示个人的良好素质与优雅风度。谢谢。- 杨小姐，总监

虽然只有短短的两天课，但我觉得在社交礼仪这课上学到的知识比其他任何培训都丰富，因为它的实用性。上了何老师的课后，我的信心增强了，起码我懂得了基本的礼仪。 让我印象最深的是西餐礼仪。- 刘小姐 ， 集团副总裁

## CLIENTS

AUTOMOTIVE LIGHTING
Alicafé
BANK OF CHINA
BIOTHERM
Celestica
DAIKIN
DISTED COLLEGE
Dove
FedEx
Fuji Electric
Gillette
intel
INTI INTERNATIONAL UNIVERSITY
LAUREATE INTERNATIONAL UNIVERSITIES
KDU UNIVERSITY COLLEGE
Korea University Business School
Lake Region MEDICAL
LGB Group
新华联集团 MACROLINK GROUP
MAERSK
Mahkota Hotel Melaka
MISS+UNIVERSE ORGANIZATION
MMU MULTIMEDIA UNIVERSITY
NATIONAL INSTRUMENTS
OLAY
Oral-B
OSRAM
P&G
Panasonic
PANTENE PRO-V
Penang Adventist Hospital
中国平安 PING AN
SK-II
SILTERRA
SMARTRAC connect things
UNIVERSITY OF Southampton
Standard Chartered
TARC TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE
TECOMET
Tencent 腾讯
TORAY
VAT
VICTORIA UNIVERSITY
wawasan open UNIVERSITY
the people's university

# Ms Phooi Sin Hor

Consultant Profile

Hor Phooi Sin is a professional social and business etiquette consultant from Singapore. She is a certified Professional Trainer by the HRDF, Ministry of Human Resources.

Hor is a certified Etiquette Consultant (Canada). She has professional experiences under her belt in both private and government sectors in Australia , China , Korea , Malaysia and Singapore.

Hor was nurtured in both Eastern and Western higher education. She is a graduate of the Royal Melbourne Institute of Technology University (Australia) with a BA degree in Entrepreneurship and a scholar of the Chinese University of Hong Kong (Hong Kong) with an MBA degree in China Business and Finance.

Throughout her career progression with Deloitte Touche Tohmatsu (Australia), Raffles Institution (Under the organisation of Ministry of Education Singapore) and Tencent Holding Limited (China), Hor was highly involved in projects and research of career enhancement. Her consulting skills in grooming candidates to create a great first impression has helped more than several candidates to land with attractive offers. In her past working experience , she has worked with Harvard University , Oxford University , Cambridge University , MIT , Princeton University , University of British Columbia etc on daily basis.

Hor has conducted public and private training for the elites in Korea, Malaysia, Singapore and China. Her clients are Procter & Gamble China, Tencent China, Korea University Business School MBA ,Victoria University Australia MBA, Multimedia University, Monash University, INTEL, Southampton University, Mahkota Hotel Melaka, Wawasan Open University, TAR University College, Osram, Daikin, Jumpretail, Tecomet, Macrolink, Bank Of China, Ping An Insurance etc. She is the principal trainer for Miss Universe Organization. She has trained more than 15,000 individuals.

Hor has been featured in The Star Newspaper , The Edge Malaysia, Business Insider, Malay Mail, China Press, Female Magazine, NuYou Magazine and Herworld.