

2021
COURSE CALENDAR



SDF-SFC APPROVED COURSES AVAILABLE



**BEST CORPORATE
- LEADERSHIP DEVELOPMENT PROVIDER**

GOLD WINNER

MARKETING INSTITUTE OF SINGAPORE



BEST CORPORATE - TRAINING PROVIDER

MARKETING INSTITUTE OF SINGAPORE

**CUSTOMISED
COURSES**

**CLASSROOM
SESSIONS**

**VIRTUAL
PLATFORM**

Courses Title	Trainer	JAN	FEB	MAR	APR	MAY	JUN	Member	Non Member
BUSINESS MANAGEMENT AND LAW									
"You're Using My Name!" - Fundamentals of Trade Mark Law and Passing Off	Samuel Seow	29		26		28		356	445
Business Succession - Legal Issues and How to Navigate Them	Samuel Seow		26		23		25	356	445
Fundamentals of Employment Law	Samuel Seow		5		9		11	356	445
Intellectual Property Licensing & Franchising : Creating it, Protecting it and Making Money from it	Samuel Seow	14-15		11-12		6-7		644	805
Law for Startups	Samuel Seow	21-22		18-19		20-21		644	805
Legal Issues Relating to Social Media in the Workplace	Samuel Seow		25		16		18	356	445
Assessing Marketing & Business Development Initiatives (Having Costs & Benefits in Mind)	CK Chow	12			21			452	565
Business Law	Catherine Tay	06 - 07		01 - 02			14 - 15	724	905
Business Planning & Budgeting	CK Chow		25-26				24-25	564	705
Company Law for Business Managers	Catherine Tay	08		18			24	452	565
Contract Administration & Management	Catherine Tay	25 - 26			7-8	17 - 18		804	1005
Contract Compliance – Increasing Contract Management Skills, Variations & Dispute Strategies in Covid-19 climate: Effectively Monitoring Contracts throughout its life-cycle	Catherine Tay	11-12	25-26		14-15		10-11	960	1200
Contract Interpretation & Drafting Standard Commercial Clauses	Catherine Tay	18-19		22 - 23		03 - 04		804	1005
Contract Law - Understanding the Concepts of a Contract	Catherine Tay	20-21		15 - 16		10 - 11		724	905
Contract Law for Non-Legal Professionals	Catherine Tay		23		12		07	452	565
Contract Law Management in Oil & Gas Industry	Catherine Tay				05 - 06			804	1005
Effective Management Accounts & Variance Analysis	CK Chow		8				14	452	565
Essentials of Finance & Management Account (for Non-Finance Professionals)	CK Chow			25-26		20-21		564	705
Essentials of Preparing & Negotiating Contract Terms	Catherine Tay	27 - 28			19 - 20			724	905
Fundamentals of Intellectual Property Rights for Strategic Business Planning	Catherine Tay				29		17	452	565
Hospitality Laws for Travel Tourism and Hotel - Legal Risk Management	Catherine Tay		10					452	565
Impact of COVID-19 on Business Contracts	Catherine Tay		03		15			452	565
Is Retail Still A Relevant Sales Strategy?	Cheryl Sum			19			25	452	565
Joint Ventures & Strategic Business Alliances - Practical & Legal Considerations	Catherine Tay		24			31		452	565
Law of Agency - Selling Through An Agent	Cheryl Sum		26			28		452	565
Managing & Implementing Effective Corporate Governance Structures	Catherine Tay			23 - 24			28 - 29	724	905
Mass Media Law Management and Ethics	Catherine Tay		26			14		452	565
Procuring, Implementing & Managing Public-Private Partnerships (PPP) Contract for Non-Legal Professionals	Catherine Tay		17 - 18				21 - 22	804	1005
Service Level Agreement (SLA) in Outsourcing Contracts - Mastering Techniques to Negotiate, Develop & Manage SLAs Effectively	Catherine Tay		01 - 02			24 - 25		804	1005
Shareholders' Agreements in Private Equity Transactions	Catherine Tay		08				04	452	565
Strategic Legal Writing for Managers	Catherine Tay		22			20		452	565
Tenancy Agreements - Landlord & Tenant Law	Catherine Tay		03 - 04		26 - 27			804	1005
Tendering & Bidding Process Management - Practical & Legal Aspects in Procurement	Catherine Tay	13 - 14		08 - 09			01 - 02	804	1005
Understanding & Unravelling Published Financial Statements	CK Chow	28-29			12-13			564	705
Understanding Legalities in Project Management for Non-Legal Professionals	Catherine Tay	04 - 05			07 - 08			804	1005
Understanding the Practical & Legal Aspects of Information Technology (IT) & Computing	Catherine Tay		09					452	565
Understanding Wrongful Acts in Business Management - Torts & Legal Remedies	Catherine Tay		19			12		452	565
Understanding, Managing & Complying Your Obligations under Personal Data Protection Framework (PDPA)	Catherine Tay		05			27		452	565
Workplace Issues - Intellectual Property, Harassment, Non-Compete,Confidentiality, Termination & Dismissal Issues	Catherine Tay			03			08	452	565
COMMUNICATIONS									
Developing Facilitation skills to Drive Workplace Team Engagement and Meeting Results	Cecilia Sim					11		452	565
Developing Influencing Skills to Achieve Successful Outcomes	Cecilia Sim		22-23		26-27			564	705
Driving Critical Skills and Habits for personal and professional effectiveness	Cecilia Sim			22-23			21-22	724	905
Workplace Interpersonal Skills	Cecilia Sim		18-19			18-19		564	705
Achieving Company and Personal Goals Through the Power of Belief	Rowena Lim	29	26		2	03	02	452	565
Art of Presenting with Charts & Figures	Kevin Ryan			23-24			15-16	564	705
Better Grammar for Professional Business Communication	Valerie Valberh-Yeoh	25-26	22-23	22-23	12-13	10-11	07-08	644	805
Cross Cultural Communication	Shirley Han	04	01	08	05	03	04	452	565
Delivering Impactful Presentation	Raymond Thomas				08-09		10-11	644	805
Developing a Strategic PR Communications Plan	K Bhavani				15			452	565
Effective Crisis Management Communications	Gregory Tan		22-23 Feb		6-7 Apr			644	805

Courses Title	Trainer	JAN	FEB	MAR	APR	MAY	JUN	Member	Non Member
From Data to Sign - Infographics Essentials	Chris Seow	20-21	17-18					724	905
Game Changing Conversations	Shirley Han	04	01	11	08	10	07	452	565
How to Move Ahead Effectively in Your Career	Rowena Lim	22	1	08	07	14	23	452	565
Influencing Without Authority	Shirley Han	08	05	12	16	03	07	452	565
Internal Communication Strategies – from employee to brand champion	Rowena Lim	20-21		3-4	14-15	27-28	23-24	644	805
Managing Media Relations	Gregory Tan			24-25		10-11		644	805
Mastering Corporate Communications	Gregory Tan			9-10			8-9	644	805
Negotiation Dynamics for Challenging Business Situations	Dr. Bob Foo					17-18		644	805
Perfecting the Media Pitch	K Bhavani			11				452	565
Persuasive Presentation Skills	Shirley Han	07-08	04-05	09-10	12-13	10-11	10-11	724	905
Speak with Confidence for Personal & Professional Success	Stanis Benjamin/Ho-Tan Whai Aun			4-5			3-4	564	705
Stakeholder Relationship Management	Rowena Lim		23-24	30-31	22-23	04-05	01-02	564	705
Writing for Publications	Gael Lee		4-5			27-28		644	805
Writing for Social Media: Engaging the Masses, Encouraging Customer Loyalty	Gael Lee		25			21	18	356	445
Copywriting for Marketing Materials	Gael Lee	14-15			29-30		3-4	644	805
EVENT MANAGEMENT									
Executive Certificate in Event & Business Management	Rob Harris			8-10			28-30	1600	2000
Planning & Managing Events	James Suresh		17-18		8-9		7-8	644	805
HUMAN CAPITAL MANAGEMENT									
Disruptive Trends of IoT – Blockchain & Chatbot Applications	Peter Loh		03				11	452	565
Managing Difficult Colleagues & Situations at Work	James Suresh		25-26		6-7		22-23	644	805
LEADERSHIP									
Creative Problem Solving for Decision Making	Raymond Thomas			4-5		27-28		644	805
Critical Thinking Skills for Breakthrough Performance	Raymond Thomas	20-21			29-30			804	1005
How To Build A Great Team With Self-Managing Capability Job fit, Team fit, Culture fit – for an enhanced performance	Andrew Cheah	25-26		08-09		06-07		644	805
Knowledge Management Strategies for Increasing Organisational Performance	Andrew Cheah		08-09		15-16			724	905
New Managers New Leaders Bootcamp	Raymond Thomas	14-15		11-12		06-07		724	905
Personal Leadership – Motivating Self & Others to Achieve Peak Performance	Stanis Benjamin / Shankar G			9-10			10-11	644	805
MARKETING									
Advanced Marketing Strategies - Driving Business Growth & Sustainability	Cecilia Sim		4-5				29-30	644	805
Brand Equity & Positioning	Dr Donald Tan	11-12					17-18	644	805
Developing a Business & Marketing Plan	Tina McDowell	14-15		15-16		10-11		644	805
Developing a Strategic Marketing Plan	Cecilia Sim	21-22			22-23			644	805
Developing Integrated Marketing Campaign For Impact And Results	Cecilia Sim	19		2			2	452	565
Effective Marketing Management	Andrew Cheah		18-19	22-23	19-20		03-04	644	805
Effective Marketing Strategies	Cecilia Sim	28-29			8-9			644	805
Fast Track Digital Marketing	Timotheus Lee	18-19	15-16	18-19	12-13	19-20	14-15	846.4	1058
Go Digital: Ecommerce For SMEs Workshop	Martin Ross	14-15	25-26	22-23	19-20	20-21	17-18	644	805
Integrated Digital Marketing Strategies	Martin Ross	21-22	18-19	29-30	26-27	24-25	24-25	644	805
Management Review and Understanding Key Performance Indicators (KPI) and Key Results Area (KRA) Incorporating Performance Appraisal System	Andrew Cheah		22-23		12-13	18-19	17-18	644	805
Marketing Fundamentals	Dr. Bob Foo	25			19			452	565
Neuromarketing Bootcamp : Activating the "Buy Mode" in Your Customer's Brain	Tylus Lim				22-23			644	805
No-Cost & Low-Cost Marketing Techniques to Maximise Sales	Tylus Lim	12			12			452	565
Opportunities in E-Commerce to Transform Retail Operations	Peter Loh		02		14		09	452	565
Sales & Marketing Strategies for Alignment of Business Solutions for Existing & New Accounts (NEW)	Tina McDowell	25-26		29-30		24-25		564	705
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim		15-16			24-25		724	905
PERSONAL EFFECTIVENESS									
Change Management in the Disruptive World	Michael Lum			25-26				644	805
Design Thinking - A Creative Approach to Problem Solving	Earl Allan		25-26		22-23		24-25	564	705
Divergent Thinking for Innovation and Greater Success	Nica Foo			02	05	03	07	452	565
Enhancing EQ with Body Language	Michael Lum					20-21		644	805
Enhancing Relations Through Emotional Intelligence	James Suresh	4		2		3		452	565

Courses Title	Trainer	JAN	FEB	MAR	APR	MAY	JUN	Member	Non Member
Managing Stress & Achieving Wellness	James Suresh	5		8		6		564	705
Mindfulness for Busy Executives	Michael Lum			11-12				644	805
Polish Up Your Professional Image for Career Advancement	Teo Ser Lee	11			12			452	565
Thinking Of Yourself As A Brand	Cheryl Sum			05			11	452	565
Time & Stress Management	Samantha Sim	12	23		20		08	356	445
Wholebrain Memory Skills & Speed Reading	Michael Lum				08-09			644	805
SALES									
21 Secrets to Create an Irresistible Offer That Gets People to Buy	Tylus Lim			8			7	452	565
Accelerating sales growth with effective virtual consultative selling – the new normal	Cecilia Sim	25-26			29-30			644	805
Analysing Customer Behaviour And Body Language	Ng Ping Ping And Shankar G			23-24			24-25	644	805
Anticipating And Managing Customers Questions Intelligently	Stanis Benjamin/ Yvonne Wu		26			28		452	565
Art of Starting Sales Conversations*	Ng Ping Ping & Gael Lee			3-4			2-3	564	705
Attracting Customers In The Digital Age	Ho Tan Whai Aun/ Stanis Benjamin		5			3		452	565
Consultative Selling Skills	Graham Carter and Stanis Benjamin	21-22			20-21			644	805
Creating Competitive Differentiators In A Digital Marketplace	Stanis Benjamin/Ho Tan Whai Aun			29-30			29-30	564	705
Cross Selling Techniques to Drive Higher Revenue & Profits	Stanis Benjamin / Ho-Tan Whai Aun		10-11			11-12		644	805
Differentiated Selling to Overcome Price Objections	Dr. Bob Foo			8		3		452	565
Effective Pricing Strategies & Tactics	Tina McDowell		1-2		12-13		7-8	644	805
Effective Sales leadership and management for Peak Performance	Cecilia Sim			25-26			24-25	724	905
Effective Sales Mindset (Breaking Performance Barriers)	Stanis Benjamin/Shankar G	27			27			452	565
Effective Sales Negotiation for Long-Term Profitable Business Relationship	Cecilia Sim		1-2			20-21		452	565
Effective Selling Skills for Maximum Results	Cecilia Sim		25-26			24-25		564	705
Increasing Sales Productivity & Performance	Stanis Benjamin / Ho-Tan Whai Aun	5-6			6-7			644	805
Inside Sales Strategies & Skills	Yvonne Wu/Stanis Benjamin	12-13			13-14			564	705
Key Account Selling and Management	Cecilia Sim			11-12			10-11	644	805
Managing & Engaging with Distributors	Tina McDowell		22-23		26-27		21-22	564	705
Managing Sales Objections and Obstacles	Stanis Benjamin/Charles Tai		24-25			24-25		644	805
Negotiation Skills for Sales & Marketing Professionals	Ho-Tan Whai Aun / Ng Ping Ping	7-8			8-9			564	705
Persuasive Selling Methods : Up Your Convincing Powers for More Sales	Tylus Lim			22-23			21-22	644	805
Power Words & Phrases that Sell, Influence & Convince	Tylus Lim		2			11		452	565
Power Booster for Salespersons	Cheryl Sum	29					18	452	565
Sales Force Management	Dr. Bob Foo				5			452	565
Selling On Value Proposition For Winning And Keeping Customers	Cecilia Sim					3		452	565
Solution Sales Strategies & Skills	Stanis Benjamin / Ho-Tan Whai Aun		3-4			4-5		644	805
Story Selling – Create High Impact Sales & Marketing Stories	Stu Lloyd								
Strategies And Skills In Managing Sales Pipeline	Stanis Benjamin and Graham Carter	25-26			22-23			644	805
Techniques to Closing Sales	Stanis Benjamin / Shankar G		8-9			6-7		564	705
Winning Sales Opportunities with Effective Tele-sales Strategies and Techniques	Cecilia Sim			10			9	452	565
Winning Sales Pitches & Presentations that Drive Conversions	Stanis Benjamin /Shankar G	28-29			28-29			644	805
SERVICE EXCELLENCE									
Effective Telephone Techniques to Engage & Influence Customers	Ng Ping Ping / Yvonne Wu		16-17			18-19		564	705
Managing Customer Complaints & Feedback - Writing with Empathy and Tact	Samantha Sim	18-19		15-16		03-04	10-11	564	705
Managing Customer Expectations for Frontline Professionals	Yvonne Wu /Ng Ping Ping			16-17			18-19	564	705
Managing Difficult Customers	Samantha Sim	11	22		19		07	356	445
New Mindset for Breakthrough Results (F2F)	Nica Foo			18		20		452	565
Service Recovery Strategies	Samantha Sim			18		06		564	705