



Public Training / Workshop # Social Media For Business

"The Art Of Adventure For Lifelong Learning"

COURSE DESCRIPTION

This course is designed to develop your social media connection, as well as cultivate a deeper understanding of the use of social media and how it can work for you. It includes simulations; hands on session, and interactive workshops to give you hands on experience, helping you become an effective change driver in your organization.

OBJECTIVE

This programme gives participants:

- An overview of the trend of the social media.
- A framework that can be used to ensure that utilizing social media integrated part of the company, starting from the CEO to the employees in the organization.
- An overview of and how to assess the potential returns from social media strategy.

WHO SHOULD ATTEND?

Corporations and business owners who are interested to know how to leverage social media for their business.

Date : 23-24 May 2016

Duration : 2 Days, 9am - 5pm

Medium : English & Bahasa Malaysia

Venue : Monterez Golf Club

Trainer : Adzfar Aziz [ED]

METHODOLOGY:

- Lectures
- Indoor Activities
- Workshop
- Case Studies
- Presentations
- Discussion



Course Outline

Module	Learning Objectives
The case for facebook and what your business needs to know.	Learning on what social media trend and why facebook is so essential to businesses of all sizes.
Bringing your brand to your customers.	How you can take the message your brand has to share and put it into your customers', users', or visitors' hands.
How to create social media presence that generates profits.	How to ensure facebook page grows over time. You will have a game plan for consistently generating leads and keeping your existing fans coming back for more.
Building community with facebook and blogs.	How you can build a loyal following of fans who engage and promote your business content and ideas.
Use facebook to create mega events.	How to premiere your events and make it successful.
Social media budgeting & ROI measurement.	How you can use metrics on social media to track your revenue tracking and KPI.
Managing your information effectively.	How you can manage information management in social management to save time and effort of your employees in organization.
Preparing for the future of facebook and what tomorrow means for business.	What are the big trends going on facebook and other social media platform for the future and how are these going to have a big impact on the world.

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PUBLIC TRAINING CALENDER Jan - Mar 2016

Month	Program	Date	Place	Promotion - Early Reg
JAN	Quality Performance Indicator for Accounting Personnel	6-7 Jan	Ambassador Hotel Suite , Lanson	Discount 20% Before - 29 December 2015
	Air-Conditioning And Refrigeration System Operation & Trouble Shooting	13-14 Jan	Monterez Golf Club	Discount 20% Before - 4 January 2016
	Rigging & Slinging	18-19 Jan	Monterez Golf Club	Discount 20% Before - 6 January 2016
	EQ & Stress Management	20-21 Jan	Ambassador Hotel Suite , Lanson	Discount 20% Before - 8 January 2016
	Product Brand Management	27-28 Jan	Ambassador Hotel Suite , Lanson	Discount 20% Before - 18 January 2016
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Feb	Budgeting and Planning	3-4 Feb	Monterez Golf Club	Discount 20% Before - 22 January 2016
	The Science & Art Of Coaching For Managers	15-16 Feb	Ambassador Hotel Suite , Lanson	Discount 20% Before - 5 February 2016
	Finance For Non Finance	17-18 Feb	Monterez Golf Club	Discount 20% Before - 5 February 2016
	Excellence Business Communication & Negotiation Skills	22-23 Feb	Ambassador Hotel Suite , Lanson	Discount 20% Before - 10 February 2016
	Effective Domestic Inquiry Skills	24-25 Feb	Ambassador Hotel Suite , Lanson	Discount 20% Before - 12 February 2016
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Mar	Higher Productivity & Effective Supervisory Skill	2-3 Mar	Ambassador Hotel Suite , Lanson	Discount 20% Before - 19 February 2016
	Design Of Experiment (DOE) For Quality Improvement	7-8 Mar	Monterez Golf Club	Discount 20% Before - 26 February 2016
	Microsoft Excel	16-17 Mar	KL Sentral , KL	Discount 20% Before - 4 March 2016
	Writing Good Business Documents and Reports	21-22 Mar	Monterez Golf Club	Discount 20% Before - 11 March 2016
	Lean Six Sigma	28-29 Mar	Ambassador Hotel Suites , Lanson	Discount 20% Before - 18 March 2016

HRDF Claimable

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COURSE LEADER

Adzfar Aziz is the Founder & Chief Engagement Officer (CEO) of Social Media Leader, a leading social enterprise providing an integrated digital & social media marketing solutions to individuals, businesses and organizations worldwide.

He was previously the VP, eMarketing and Innovative Media at Leaderonomics. Fondly known by his peers as 'Ed', he was one of the pioneer team members who started BFM89.9, the first business radio station in Malaysia. There, he spearheaded BFM's marketing strategies and customer acquisition activities, in the process securing long term sponsorship of major clients such as CIMB and DiGi, making the station profitable and reputable within its first year of operation.



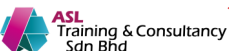
Prior to BFM, he spent most of his career within the Media and IT industry. He began his career at ASTRO plc, the premier satellite TV and media operator as a Quality and Training Executive. He was the lead trainer for their customer service centres, and has successfully conducted more than 100 induction trainings for new recruits in the areas of ASTRO's product knowledge, effective telephone skills, quality awareness and excellent customer service. Certified as a Quality ISO 9001:2000 and OHSAS 18000 (1999) Standard Safety and Health Internal Auditor, he also successfully conducted numerous quality audits across ASTRO's divisional business units.

His passion in marketing led him to AMP Radio Networks, the radio arm of ASTRO where he shined at turning around and rebranding the SINAR FM radio station into Malaysia's best Malay language retro radio station. With new announcers line up, brand identity implementation and refreshing sounds, his marketing touch at AMP worked magic with SINAR FM achieving record Nielsen Media survey results annually, with 4.1 million listeners now and becoming the Malay No 1 station in Malaysia, a significant increase from just 1.4 million in 2005 when he first joined.

Ed was then seconded to the strategic marketing team at Maxis, expanding their East Coast segment market share and acquisition, with more stints at Malaysian Technology Development Corporation (MTDC) and HeiTech Padu then after. He has had extensive experience in integrated marketing, branding, creative communications and key account management.

He was a PETRONAS scholar and graduated with honours degree in Engineering and Business Studies from the University of Warwick, UK.

A Money & You graduate, Ed dream of owning a responsible integrated media corporation with a deep passion for learning, entrepreneurship and leadership content development. In his spare time, he enjoys blogging, internet marketing, movies, outdoor activities and spending quality time with his wife, daughter and son.



Registration Form

Social Media For Business

DATE: 23-24 May 2016. **VENUE:** Monterez Golf Club

PLEASE COMPLETE THIS FORM AND EMAIL :

amirul@aslpublishing.com or FAX : +603 - 5548 0024

PARTICIPATION FOR TWO DAYS WORKSHOP FEE :

Price : RM 1,880.00

Register Before : 13th May 2016

(3 PROMO AWAITS YOU !!!)

Group Registration : Register 3 seats Free 1 Seat

PARTICIPANT'S NAME :

Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Company Name: _____

Address _____

City: _____ Postcode: _____

Tel : _____ Fax: _____

Authorization (Signatory must be authorized on behalf of the company)

Name: _____

Position: _____ Department : _____

DL: _____ Email : _____

Signature: _____ Date: _____

This booking is invalid without a signature & company stamp.

TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation

2. Fees are inclusive of program materials and refreshments.

3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking (LOU). Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

4. **CLIENT'S CANCELLATION/SUBSTITUTION** Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in . All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 4-days prior to the event Non-payment or non-attendance does not constitute cancellation.

(However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing)

5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,

ASL Group reserves the right to change the content without notice.

6. Copyright etc. - All Intellectual Property rights in all materials produced or distributed by group in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

7. Important note: In the event that if ASL Group permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

8. All Payment should Be Made to :

ASL Training & Consultancy Sdn Bhd.

—COMPANY STAMP

