



# DEFINE YOUR PERSONAL BRAND AND UP YOUR PERSONAL PRESENCE

## WORKSHOP BY STAFFORD & CHAN



**Develop and define your personal brand to stand out from the crowd. This enhances your influence in the workplace, stands you in high regard amongst your peers and moves you up the corporate ladder.**

Join us in a personal branding workshop that gives you tips on how to dress for success with the right hairstyle, get started on a personalised styling/grooming regime and turn networking opportunities into a whole lot of fun!

#### PROGRAMME

##### “Clothes Maketh the Man”

ZZegna, the fashion forward brand from the world of Ermenegildo Zegna, will take you through the latest style trends and tips on how to create a wardrobe that is masculine and stylish.

##### Personal Branding for Men

Book author and corporate coach and trainer Sharlyn Stafford works with you developing your personalised grooming regime. Sharlyn has over 25 years' worth of experience in style and grooming. She is the founding partner of the training consultancy Stafford & Chan Pte Ltd, specialising in communication and image workshops for the corporate world.

##### Meaningful Encounters

Learn practical skills to make networking outings enjoyable and connect with people meaningfully. Form rewarding relationships and make a memorable impression.

##### Cutting Edge Hairstyles

Thick hair, wavy hair, thinning hair... Yohei Sugakawa demonstrates how top salons in Japan work with what you've got to look confident and sharp.

**FREE!** ALL PARTICIPANTS WILL RECEIVE A FABULOUS DOORGIFT WORTH \$XXX!

- 'Personal Branding For Men' by Sharlyn Stafford worth \$28
- A full-size ZZegna fragrance worth \$xxx
- A hair voucher worth \$xxx from Yohei Sugakawa



#### TO PARTICIPATE:

15 lucky readers will be selected to participate in this workshop. Log on to [menshealth.com.sg](http://menshealth.com.sg) to register. Only the selected registrants will be notified via e-mail by October 29, 2010. Payment will be processed only for the selected registrants.

**REGISTRATION CLOSING OCTOBER 15, 2010.**

- **DATE** : NOV 13, 2010 (SAT)
  - **TIME** : 10AM – 1PM
  - **VENUE** : ZZEGNA BOUTIQUE, 10N ORCHARD #01-18
  - **DRESS CODE** : STYLISH CASUAL
  - **FEE** : \$30.00 PER PAX
- LIGHT REFRESHMENTS WILL BE SERVED.



[www.staffordchantraining.com](http://www.staffordchantraining.com)