

Three significant skills to support image consulting business -Branding/Closing/Feedback-

AICI Tokyo Chapter is honored to welcome widely recognized as world top class CIMs, Ms. Lynne Marks, AICI CIM and Ms. Priscilla Chan, AICI CIM to give us lectures of three significant communications skills, “The Micro-Messages of Personal Branding”, “Sales Made Easy” and “The Art of Building Rapport- Giving and Receiving Feedback” when we provide services to clients.

Title & Schedule

“The Micro-Messages of Personal Branding/Sales Made Easy/The Art of Building Rapport- Giving and Receiving Feedback”

Saturday, February 25-Sunday, February 26, 2023

8:40 Log-in available

8:50-14:20 Online Lecture (0.8CEUs) *You must attend both days to earn full CEUs.

*This program is officially approved by AICI and to be offered as a professional training session. Attendees will be given AICI CEUs when completed the full session. For more details, please visit AICI website <http://www.aici.org/>



AICI TOKYO CHAPTER THE 14th EDUCATION DAY



Lynne Marks, President of London Image Institute, based in London, the USA and the UK. For more than 25 years, she provides branding for institutions including Pacific Dunlop, United Airlines and Coca-Cola Enterprises while offering coaching for senior executives to improve their performance.

Lynne is co-author of "The Perfect Fit: How to Start an Image Consulting Business", a best seller in the industry. Her second book is "Skinny Bits, Wisdom for a Flourishing Image Business." Lynne has been featured in Time magazine, The Wall Street Journal, Forbes, Women's Day, Elle Magazine, CNN News and Glamour, and has been quoted on numerous occasions in the national and international media, and featured on radio and TV.

Speaker

Lynne Marks, AICI CIM

Session

1: The Micro-Messages of Personal Branding

Learning Outcomes:

Dissect the complex concepts of personal branding

Reduce them to simple, doable appearance details, actions and practices

Gain the skills to increase your personal power

Enhance your own self-confidence

2: Sales Made Easy

you will learn an easy process used by highly successful salespeople.

Founder of P.C. Image Consulting Director of AIM Greater China Priscilla Chan, who established P.C. Image Consulting in August 2003 in Hong Kong, has garnered excellent feedback as a talented trainer. Over the past decade, she has worked with top international and regional brands, including CHANEL, AXA China Region Insurance and Wing Hang Bank. Being fluent in English, Mandarin and Cantonese, she successfully clinched and retained the CHANEL training project from 2010 to 2015 to groom and equip their entire sales force in Hong Kong, China, Singapore, Malaysia, Thailand, Korea and Taiwan.



Speaker

Priscilla Chan, AICI CIM

Session

Feedback is a tool used to reinforce positive behavior in your consultation, as well as support behavioral changes of your clients. This session is a highly interactive one, you'll learn how to give and receive high-quality feedback. Explore the guidelines for effective feedback and learn the essentials of receiving feedback to actively hear and apply for a higher level of performance.

Information

■ Dates: Saturday, February 25, 2023, and Sunday, February 26, 2023

■ Session Style: Online (Zoom)

■ Session fee (tax included)

Early bird rate (~2/5) AICI member: ¥ 32,000 Non-member: ¥ 42,000

Regular rate (2/6~15) AICI member: ¥ 42,000 Non-member: ¥ 52,000

Student discount is available. For more details, please visit AICI Tokyo Chapter official web site.

■ AICI CEU points: 0.8CEUs

※ In order to earn AICI CEU points, you must attend a 2-day session and submit an evaluation sheet.

■ How to apply: <https://forms.gle/NrNaxiXXgNW8kpsG9>

■ Contact: Hiromi Osada, AICI CIC Email: education@aicitokyo.com

AICI Tokyo chapter: www.aicitokyo.com