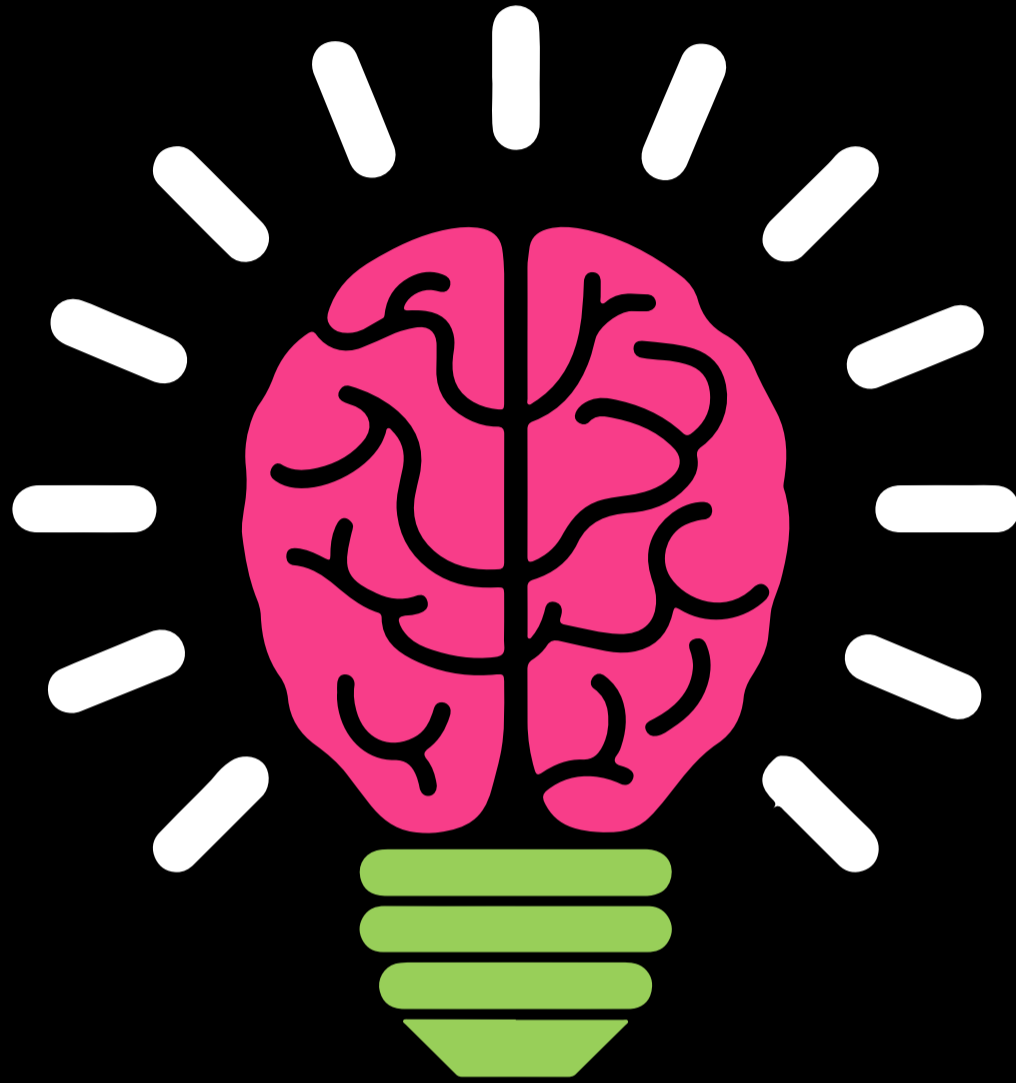


# AMV+

www.amvplus.com



# Strategic Thinkers Effective Communicators

A PEOPLE DEVELOPMENT PROGRAM

by Andreas Vogiatzakis

31<sup>st</sup> May 2022  
8.30am - 5.30pm

Eastin Hotel  
Pusat Dagang, 13, Jalan 16/11, Seksyen  
16, 46350 Petaling Jaya, Selangor  
Darul Ehsan



APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001178236



# Strategic Thinkers Effective Communicators Workshop

A PEOPLE DEVELOPMENT PROGRAM  
by Andreas Vogiatzakis

## Program Introduction

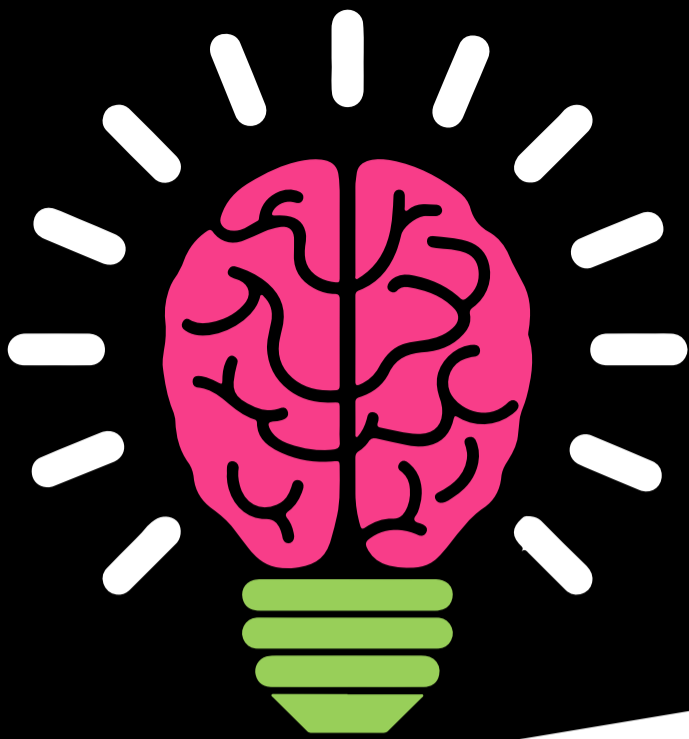
Three key elements to win and thrive in our ever-changing world are to think strategically, communicate effectively and present convincingly. These are also three key characteristics of great leaders who have the ability to inspire others and lead their teams and organizations to greater heights. During this one-day high powered workshop we will discuss the ever-changing media landscape and study the fundamentals of strategic thinking, effective communications and convincing presentations.

## Key Program Learnings:

At the end of the program, the participants will be able to:

- Sharpen their essential communication & interpersonal skills.
- Learn how to capture their audience and achieve powerful conversations.
- Learn how to add impact in their style and choose the best delivery method.
- Perfect their body language & make it work to their advantage.
- Learn the key elements of an audience analysis.
- Learn how to overcome nervousness and build self-confidence.
- Learn and practice the components of an effective presenter.
- Benefit from doing their individual behavior cost-benefit analysis.
- Learn the importance and process of strategic thinking.





# Think Strategically Communicate Effectively Present Convincingly

**A PEOPLE DEVELOPMENT PROGRAM**  
by Andreas Vogiatzakis

## Key Program Modules

### THINKING STRATEGICALLY

Strategic thinking is a process that defines the way people think about, assess, view, and create the future for themselves and others. It is the ability to clearly reason through problems, analyze and present arguments in a logical, compelling way, an ability that has become a key skill for successful leaders in today's world. In its simplest form, strategic thinking is an ability to plan, think outside the box, envisaging new solutions, anticipating questions, and solving any type of problems. People that possess strategic thinking skills become top talent, and it's a quality that makes many managers and executives successful leaders. In our ever turbulent and competitive market, strategic thinking can give us the competitive edge we need to win.

### COMMUNICATING EFFECTIVELY

A great communicator has two unique qualities: appropriate skills and personal confidence. In this module participants will master the skills and style that will make them a better speaker, presenter, and communicator. Here we will cover the key communication skills, the characteristics that can make or break the audience's impression of a speaker. Participants will explore what turns listeners on and off, understand the impact of non-verbal communications, as well as positive and negative body messages. They will also learn how to convey their points meaningfully to their audience, aiming to positively influence the audience's attitude or behavior.

### PRESENTING CONVINCINGLY

Structuring and writing a winning presentation is as critical as the way one delivers it. In this section we will learn some key techniques to structure winning presentations, with focus, visual appeal, and clear structure. A great, convincing presentation does not demand one to have all the bells and whistles to impress the audience with technical skills. Rather, one must impress his/her audience with knowledge, ideas, and understanding of the audience's problems, points of view and solutions needed.



ABOUT THE

# THE TRAINER & LEADERSHIP COACH



In his 33-year career, Andreas has been a game changer, a TEDx speaker, an author, a multiple award-winning marketing expert and in the Top 100 Inspirational LinkedIn Icons. He has transformed many businesses, MNCs, SMEs, start-ups, and many executives to define their purpose and achieve exponential growth & success.

During his tenure, he has built & managed several media agencies for Publicis, Omnicom, WPP and Havas, leading them to flagship positions in their respective markets in Japan, Taiwan and Malaysia. Serving Malaysia's media infrastructure, he was the first non-Malaysian Group CEO of Star Media Group during 2019/2020.

Living and working in Asia since 1997, he has successfully navigated companies throughout two recessions, a global monetary crisis & two pandemics. Over the years, he has also served in numerous industry associations, in several industry committees & boards, in many university advisory boards and in multiple awards juries.

In August 2020, with over a thousand of training, speaking, and coaching hours under his belt and with rich multi-cultural experiences from living and working across the world, Andreas launched AMVPLUS ADVISORY.

**Andreas Vogiatzakis**  
*Executive Director,  
Chief Trainer & Leadership Coach  
AMVPlus Advisory Sdn Bhd*

Made with passion and determination, AMV+ brings to the forefront more than 30 years of management experience in critical & strategic areas such as:

- People Development & Business Growth
- Agile Leadership & Purpose Creation
- Dynamic Communication Skills
- Strategic & Critical Thinking
- High Performance Teams
- Managing Change
- Emotional Intelligence
- Vision/Mission & Culture Creation
- Corporate Strategy & Brand Building
- Organizational Transformation & Structure
- New Business Acquisition & Client Retention

Launched amidst the worst pandemic in recent history, AMV+ is committed to add value and be meaningful. Now more than ever, we need guidance to transform, develop higher standards of leadership, and create a higher purpose that will guide us to a better tomorrow, with courage and a strong belief in the possible.

Leadership, Transformation & Purpose constitute the AMV+ vision, coming to life via Coaching, Training & Consulting, with a higher purpose for AMV+ to be a catalyst for positive change.

AMV+ pledges to give its absolute best to nurture and develop talent, enrich organizations and add value. It will do so with care, passion, expertise, knowledge, diligence, and love. Just as it does for its own growth & success.

You can learn more at [www.amvplus.com](http://www.amvplus.com)

# Program Schedule & Modules:



830am - 900am  
**Registration**

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900am - 915am  
**Introduction**

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915am – 1015am  
**Leadership: the Power of WE**

- Key leadership principles & values that all leaders should possess.
- 

1015am – 1030am  
**COFFEE & NETWORKING**

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1030am – 1130pm  
**The Ever-Changing Media Landscape & the Rules of Client Centricity**

- The ever-changing media landscape
- What do customers want?
- Client Centricity: staying relevant, always.

1130pm – 1230pm  
**Think Strategically**

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1230pm – 130pm  
**Lunch**

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130pm – 230pm  
**Communicate Effectively**

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230pm – 330pm  
**Present Convincingly**

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330pm – 345pm  
**COFFEE & NETWORKING**

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345pm – 530pm  
**Team Presentations & Graduation**

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# REGISTRATION FORM

APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001178236



**STRATEGIC THINKERS  
EFFECTIVE  
COMMUNICATORS**  
A PEOPLE DEVELOPMENT  
PROGRAM  
BY ANDREAS VOGIATZAKIS

**DATE**

31<sup>st</sup> May 2022

**TIME**

8.30am - 5.30 PM

**ADMISSION FEE**

RM1,650.00 + 6% SST  
per person



**CHEQUE MADE PAYABLE TO:**

**SLEDGEHAMMER  
COMMUNICATIONS (M)  
SDN BHD** 289967-W

22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur,  
Malaysia

Bank Transfer to  
RHB Bank Berhad

**2-14389-000-10505**

Swift Code: RHBBMYKL

**FOR ENQUIRIES:**

**CONTACT RUBY**

**+603-7726 2588 or**

**ruby@adoimagazine.com**

ORGANISED BY

**MARKETING** ZEITGEIST

## CONTACT INFORMATION

NAME \_\_\_\_\_ DESIGNATION \_\_\_\_\_  
ORGANISATION \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_  
POSTAL ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PARTICIPANT/S DETAILS

NAME \_\_\_\_\_ NRIC NUMBER \_\_\_\_\_  
DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_

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DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_

**Registration & Payment for  
Non HRD Corp Employer**

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

**Registration & Payment for  
HRD Corp Employer**

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

FOLLOW US

