

# Be Mentally Strong: How to use Emotional Intelligence and Mindfulness to be Resilient in Stressful Times



In the current era of change and uncertainty, tools to manage stress and emotions are more important in the workplace than perhaps ever before. Join this session to experience Mindfulness and how it can reduce stress, improve performance and lead to a better workplace. Mindfulness has been successfully implemented in the Fortune 500 companies. Industry giants including Google, SAP and Intel offer structured Mindfulness programs to improve work performance. Elite business schools such as Harvard, Stanford, and MIT have turned to Mindfulness to achieve excellence for the next generation of leaders.

## WHAT'S THE BENEFIT?

In this experiential session, we will explore neuroscience, mindfulness and emotional intelligence and how developing these skills can help you:

- Increase focus and attention
- Manage stress
- Experience greater overall well-being
- Build resilience in the face of challenges
- Develop empathy and effective communication
- Develop greater self-awareness and emotion regulation

## TARGET AUDIENCE:

C-level management to staff level

## OBJECTIVE:

To experience Mindfulness and how it can reduce stress, improve performance and lead to a better workplace.

## EVENT 1 DETAILS:

Date : 2 September 2020 (Wednesday)

Venue: TROPICANA GOLF & COUNTRY CLUB,  
Jln Kelab Tropicana, 47100 Petaling Jaya

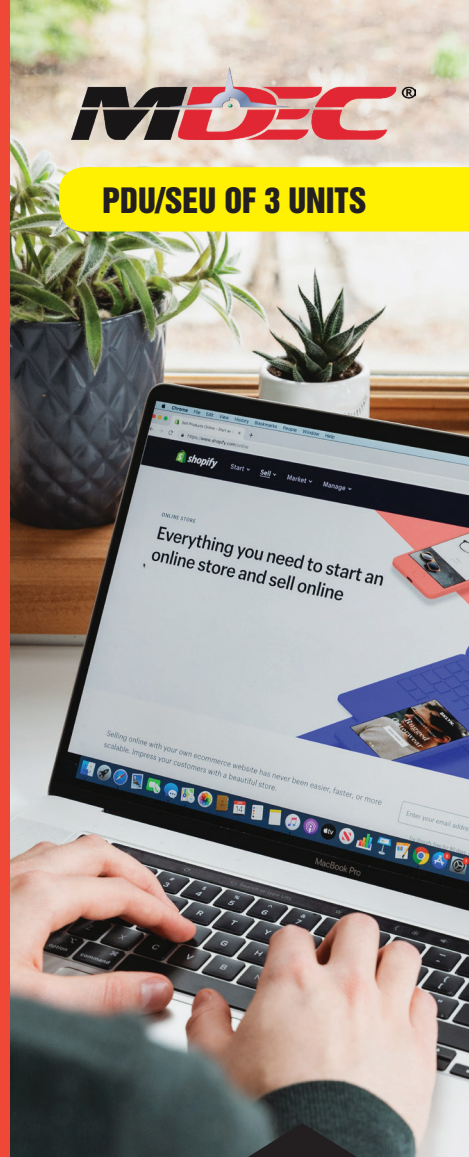
Time : 9.00am - 12.00pm

Fees : RM50.00



Petrina Eger is an Emotional Intelligence Trainer and a Mindfulness Coach who has helped over 800 people manage stress and anxiety, improve well-being, and lead happier lives, both in the workplace and in their personal lives. She's an accredited trainer with UK Breathworks and is certified with the UK Mindfulness in Schools Project. She studied mindfulness in the UK, Australia, Myanmar, Thailand and Malaysia. She specializes in helping people

enhance focus and concentration, achieve better emotional well-being and improve health. She also has a certificate in hypnotherapy from the London College of Clinical Hypnotherapy, as well as a Level 2 Reiki Practitioner certification. Previously, she worked as an environmental engineer in the US with Lockheed Martin and conducted research projects with several universities and the National Science Foundation.



In conjunction with #mydigitalworkforce week

# Get Started Right: How to Create a Comprehensive Digital Marketing Strategy for Your Business

The current global pandemic has resulted in consumers shifting their consumption and shopping behaviour online, and forced businesses to rethink their marketing strategies. With the emergence of new online platforms, it has also created confusion among business owners whether to adopt and commit resources to them.

**Should you get your business on TikTok, or is it just a fad?**

**Is it the right platform for your unique business needs, and if so, how do you measure success?**

**With limited budget and resources, which platforms should you focus on to be cost-effective?**

Join this session to get a better understanding of each digital channel available to businesses, how to craft a comprehensive Digital Marketing Strategy, and how to measure the performance of your Digital Marketing initiatives.

## At the end of this session, you will be able to:

- Gain better understanding of the Digital landscape and channel mix
- Understand available Digital Marketing Tools
- Evaluate your company's Digital Marketing Readiness
- Perform a simple Digital Brand Audit
- Identify and select the right digital channels
- Develop a more comprehensive Digital Marketing Strategy
- Identify skills and talents required to get the job done

## TARGET AUDIENCE:

SME Business Owners, Entrepreneurs, Aspiring Entrepreneurs, Directors and Company Management.

## OBJECTIVE:

To provide a comprehensive understanding on the Digital landscape, including Digital Marketing Channel Mix, Digital Advertising technologies, strategies, tools and how to measure performance of initiatives.

## EVENT 2 DETAILS:

Date : 2 September 2020 (Wednesday)

Venue: TROPICANA GOLF & COUNTRY CLUB,  
Jln Kelab Tropicana, 47100 Petaling Jaya

Time : 2pm - 5.30pm

Fees : RM50.00



Julian Gan is a digital marketing practitioner specialising in social media, content strategy, content production, online analytics, web development and online advertising. With 10 years' experience in both client and agency environments, he has delivered successful online

initiatives and campaigns for brands across Southeast Asia, including Mercedes-Benz, Astellas Oncology, BOH Plantations, Oxford Fajar, TollyJoy, TGV Cinemas, Caltex, Pizza Hut and glacéau vitaminwater.

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**Advanced Technology Studies Centre Sdn Bhd**

Unit 1003 & 1005, Block B, Phileo Damansara 2

No. 15, Jalan 16/11, Off Jalan Damansara

46350 Petaling Jaya, Selangor

**ENQUIRY & REGISTRATION**

**Mr EK How**

**h : +6012-3852886**

**e : ekhow@atsc.org.my**