

**HIGH SKILLS**  
Formação e Consultoria

Formação e Consultoria

Secundario

## Seminar

### How to be the Positive Idiot at Organizations - Application of Personal Marketing technics

In the modern world, globalized, and so competitive, the personal and professional image that we transmit is a powerful weapon and it is necessary to use it correctly.

Personal marketing is not just a looks issue, but a question of pride and honor.

Although, for many, it means a sensitive process: how to ensure that your professionalism and your personal image is recognized without upset your colleagues and without looking like an idiot?

People are proud of their work, of their family's name, and all of that is made due to a big determination and personal appearance.

Although, what matters to you in the organizations is the intellectual capital.

Therefore, we are the healthiness.

The seminar aims to approach some theoretical and practical aspects that are involved in the professional and personal image and it has the aim to enable the trainees to define an appropriated projected image through the correct analysis of the physical and personal style characteristics.

The seminar will enable the trainees to analyze, coordinate and plan, through the comprehension of the needs, preferences and personal and professional life style.

**Date:** 18-10-2017

**Total Length:** 7 Hours

**Schedule:** 09:00 to 17:00

**Price:** 190,00 + VAT

**Location:** Nearby Campo Pequeno - Avenida de Berna, nº11, 8º, 1050-040 Lisboa – Portugal

## **Speaker: Dr. Fátima Fernandes**

### **Education and Training:**

Dr. Fátima Fernandes is graduated in Secretariat and Communication, has a post-graduation in Image, Protocol and Event Organization and also a course of Officer Manager.

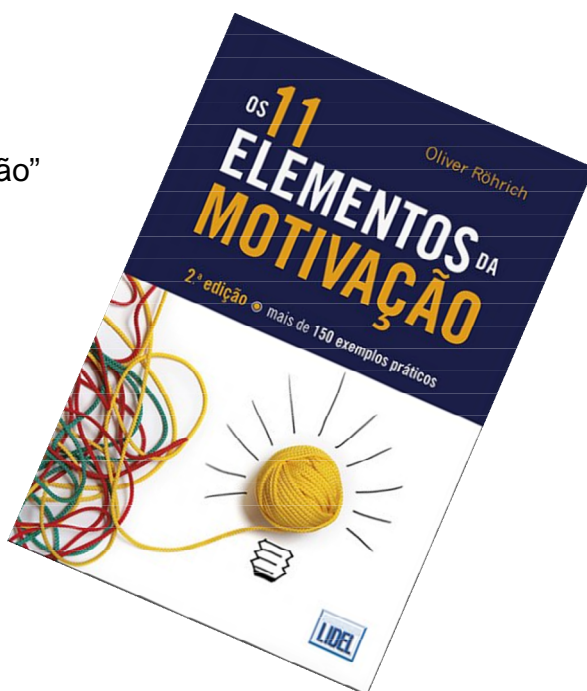


### **Professional Career:**

- **Since 2015** – Trainer and Consultant at High Skills
- **2011** - Officer Manager at Cititravel Lisboa, DMC.
- **2009 to 2010** – Secretary of Project Department at BANIF
- **2008 to 2009** – Executive Assistant at Public Works Ministry – CPCE
- **2005 to 2007**- General Operations Coordinator at Hotel Turismo de Trancoso
- **2003 to 2004** – Group Coordinator / Event Manager of VIP Hotels Group – Hotel Vila Rica Lisboa
- **2002 to 2003** – Event Manager at Centro Escolar Hoteleiro Turístico of Estoril
- **2000 to 2001**- Hotel Direction Assistant at Hotel Real Group – Hotel Real Parque
- **1997 to 1999** - Officer Manager in Madrid at Institute for International Research Espanha
- **1994 to 1996** – Assistant of Administration / Assistant of Operational General Director at Tivoli Group Hotel – Tivoli Lisboa
- **1989 to 1994** - Sales Executive / Executive Assistant / Group Coordinator and Event Manager at Pestana Group / Casino Park Hotel / Madeira Carlton Hotel

### **This seminar includes:**

- ✓ Participation Kit
- ✓ Coffe-break
- ✓ Training Certificate
- ✓ Book – Offer – “11 Elementos de Motivação”



## **Seminar Themes:**

### **Module I: Managing my brand:**

- How to build the brand “MYSELF” – Mission, Values and Objectives;
- How to be distinguished without being fashionable;
- Positive and Idiot – what is mutual.

### **Module II: Personal Marketing:**

- Know your characteristics;
- *“Mais vale cair em graça do que ser engraçado”*;
- Self-promotion with ideas.

### **Module III: Professional Marketing:**

- Why is a professional hired to do the job and not an amateur?
- What do your colleagues say about you?
- Creativity! Gift or Divine Inspiration?

### **Module IV: Career and Image:**

- Personal Marketing vs professional success;
- Critical Thinking;
- Brainstorming
- How to improve your performance;
- How to deal with emotion and frustration;
- How to be motivated every day.

### **Module V: Elaboration of a personal marketing plan:**

- Practical Case.

- **ATTENTION COMPANIES:** your employees should structure their own ideas in your organization/ at their workplace.

## **Conditions**

### **High Skills – Formação e Consultoria, LDA.**

Avenida de Berna, nº 8 1050-040 Lisboa, Portugal

Fiscal number: 513 084 568

Registration is confirmed only after issuance of the pro-forma invoice / final invoice and payment thereof.

## **Cancellations and Miss of Presence**

Trainee/s may cancel their subscription up to 5 business days before the course starts.

The trainee(s) may be substituted by other (s) participant (s) and must report the change within 1 working days before the course starts.

If Trainee (s) don't show up at the beginning of the training day will not lead to a refund of the registration fee and will be charged in full.

### **For more information:**

E-mail: [geral@highskills.pt](mailto:geral@highskills.pt)

Telephone: +351 217 931 365

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## Application Form

It should be completed and sent by e-mail [geral@highskills.pt](mailto:geral@highskills.pt)

1. CLIENT (Fill in when the Forming is not final customer)			
Entity:			
Responsible:			
Adress:			
Postal Code			
VAT Number:			
Telephone:			
E-mail:			
2. TRAINEE DATA			
Name:			
E-mail:			
Naturality:			
Course:			
Date of Birth:		Nationality:	
ID Number:		Expiration Date	