

PUBLIC WORKSHOP

Disability Equality Training (DET)

Training
materials
provided in
digital format
(in support of ESG
initiative)

Start a conversation
with our AI Assistant 🤖



Contact us

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Collaboration Statement – MILAD and ATCEN

About MILAD

MILAD, the Malaysia Independent Living Association for Disabled, is a non-governmental organization dedicated to advocating for the rights, accessibility, and equal opportunities of Orang Kurang Upaya (Vulnerable Customers) in Malaysia. MILAD's expertise lies in providing specialized training and policy guidance to businesses and institutions to foster inclusive environments that empower individuals with disabilities to live independently. Additionally, MILAD is also recognized by Jabatan Kebajikan Masyarakat (JKM) as the only official organization to deliver Disabled Equality Training (DET).



About ATCEN

ATCEN is a preeminent corporate training and workforce development provider specializing in organizational learning and competency enhancement for over 2 decades. We offer bespoke training solutions designed to address industry-specific challenges in Customer Experience, Leadership and including diversity and inclusion in professional settings.

Collaboration Objectives

- **Financial Inclusion:** Tailoring training programs for banking and insurance institutions to enhance service accessibility for Vulnerable Customers.
- **Knowledge Integration:** Incorporating Vulnerable Customers awareness into ATCEN's corporate learning solutions.
- **Social Impact Expansion:** Collaborating with MILAD and JKM to create a comprehensive ecosystem for Vulnerable Customers inclusion in financial services.
- **Policy Alignment:** Assisted by JKM's resources to enhance regulatory compliance and promote best practices within financial institutions.
- **BNM Compliance:** Aligning training initiatives with Bank Negara Malaysia's (BNM) requirements for fair treatment of vulnerable consumers, as outlined in the 2023 Annual Report.

ATCEN and Malaysia Independent Living Association for Disabled (MILAD) are teaming up to transform how banks and insurance companies serve everyone—not just a select few. This isn't some dry corporate program—it's a movement to break down barriers, reimagine financial services, and make sure no one is left behind.



Workshop Description

Building an inclusive society starts with awareness, understanding, and practical skills. CX Excellence for Vulnerable Customers focus on the areas of Disability Equality Training (DET) to equip participants with the knowledge and hands-on techniques needed to foster inclusivity in workplaces, public spaces, and communities.



DET focuses on challenging stereotypes, addressing societal barriers, and promoting a rights-based approach to disability. Through discussions, case studies, and interactive activities, participants will explore how to create more accessible environments.

DRST provides practical training on assisting individuals with learning disabilities, visual impairments, hearing impairments, and mobility challenges. Participants will engage in simulated scenarios and hands-on exercises to develop confidence in guiding, communicating, and responding appropriately.

Designed for professionals across various sectors, this workshop blends engaging discussions, experiential learning, and real-world applications to create a more disability-friendly world. Available in both physical and virtual formats, it ensures accessibility for all participants.

This program empowers claims handlers to balance customer-centric service with policy adherence, ensuring fair resolutions while fostering long-term customer relationships.

Workshop Learning Objectives

Upon completion of this program, participants will be able to:

- Recognize Disabilities & Barriers – Understand different disabilities and the physical, social, and attitudinal challenges they face.
- Foster an Inclusive Mindset – Shift from a medical or charity-based view to a rights-based approach to disability.
- Improve Communication & Interaction – Learn respectful verbal, non-verbal, and assistive communication, including basic sign language.
- Provide Practical Assistance – Gain hands-on skills for guiding the visually impaired, assisting wheelchair users, and supporting individuals with learning or hearing disabilities.
- Promote Accessibility & Inclusive Policies – Identify barriers and develop action plans for workplaces, public spaces, and digital platforms.
- Apply Disability Etiquette & Advocacy – Implement best practices, advocate for inclusion, and confidently support individuals with disabilities in everyday situations.

Who Should Attend?

- Customer service and frontline staff
- Corporate and public sector employees
- Anyone interested in creating an inclusive and accessible society

Workshop Outline / Agenda

Disclaimer: The actual training day may have changes on the module sequence due to trainers' availability.

Day 1

9:00AM – 10:30AM

Introductions & Ice-breaking

- An engaging session designed to create a comfortable and interactive learning environment.
- Activities will foster connections among participants and introduce the objectives of the training.

10:45AM – 1:00PM

Module 1: Disability Equality Training (DET)

- *3 Pictures Analysis*: Analysis of three images depicting disability-related scenarios to encourage discussion on accessibility, stereotypes, and challenges.
 - a thought-provoking activity that provides insight into different perspectives on disability.
- *Game Time!* A hands-on activity designed to simulate challenges faced by individuals with disabilities. Encourages problem-solving and fosters a deeper understanding of accessibility issues.

2:00PM – 3:30PM

Module 2: Action Plan – Developing Inclusive Solutions

- Brainstorming session: Identify ways to improve inclusivity in workplaces and communities - Encourages creative and practical solutions for greater accessibility.
- Presentation: Group presentations showcasing proposed solutions - provides an opportunity for peer feedback and knowledge sharing.

3:30PM – 5:00PM

Module 3: How to interact and assist LD

- How to Handle Learning Disabled (LD) Individuals
- Explanation of different types of Learning Disabilities (LD) based on JKM (Malaysian Social Welfare Department) standards.
- Overview of causes, including genetic factors, brain injury, and environmental influences.
- Do's and Don'ts: Best practices for supporting individuals with LD, including clear communication and patience.
- Common misconceptions and behaviors to avoid.
- Sharing of experiences and strategies for assisting individuals with LD in education, work, and daily life.

Day 2

9:00AM – 10:30AM

Module 4: How to Assist the Deaf

- Explanation of different types of hearing loss and their impact on communication.
- Do's and Don'ts: Best communication practices, including maintaining eye contact and speaking clearly.
- Common mistakes such as shouting, which distorts lip reading.
- Visual Gestural Communication (VGC): The importance of facial expressions, gestures, and body language in communication.
- Basic Sign Language Training: Essential sign language for simple greetings and everyday interactions.

10:45AM – 1:00PM

Module 5: How to Assist Wheelchair Users

- Classification of wheelchair users based on JKM guidelines.
- Overview of mobility disabilities and their causes.
- Types of Wheelchairs: Differences between manual and electric wheelchairs.
- Proper methods for handling and assisting wheelchair users.
- Do's and Don'ts: Importance of asking before providing assistance.
- Respecting personal space and ensuring accessibility.
- Practical Session: Hands-on training on assisting wheelchair users in different real-life situations.
- Techniques for navigating ramps, curbs, and other physical barriers.

2:00PM – 5:00PM

Module 6: How to Assist the Blind

- Classification of blindness based on JKM guidelines.
- Overview of common causes, including medical conditions and injuries.
- Do's and Don'ts: Best practices for assisting individuals who are blind, including appropriate guiding techniques.
- Importance of verbal communication and respect for personal space.
- *Practical Session*: Hands-on training on how to safely guide a blind individual.

Learning Outcomes

By the end of the Disability Equality Training (DET) workshop, participants will:

- Understand Disabilities & Barriers – Recognize different disabilities and the challenges individuals face.
- Adopt an Inclusive Approach – Shift from a charity-based view to a rights-based mindset.
- Communicate Effectively – Use respectful verbal, non-verbal, and assistive communication, including basic sign language.
- Provide Practical Assistance – Support individuals with visual, hearing, learning, and mobility disabilities while respecting their autonomy.
- Promote Accessibility & Inclusion – Identify barriers and implement inclusive policies in workplaces and public spaces.
- Advocate for Disability Rights – Apply best practices to create more accessible and inclusive environments.

This workshop equips participants with essential knowledge and hands-on skills to support individuals with disabilities confidently.

Training Methodology

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning & Post learning
- Group activities / Exercises
- Discussions
- Presentation Role-plays
- Extensive reflection and sharing

Professional Experience

- Adaptable, dedicated, with more than 10 years of experiences.
- Rumah Amal Cheshire Selangor EEP Trainer (TICA)
- Disability Trainer, Peer Counsellor, Consultant, Malaysia Independent Living
- Association For Disabled (MILAD), Malaysia (from 2019)
- A HRD Corp TTT trainer.
- Skilled in conferences, vendor conventions, weddings, and specialized events.
- Theatre writer and performer



Training Conducted

- The Inclusive Caring Art - PDK Hulu Kelang
- The Inclusive Caring Art - SP Setia Foundation's Setia Caring School Programme
- The Inclusive Caring Art - Selangor Cheshire Home
- Disability Equality Training - GTR Sdn Bhd, Prasarana Malaysia Berhad, Sektoriat Pembangunan Wanita Perak, Institut Darul Ridzuan, Anak Istimewa Selangor, Generali Insurance.

Muha is a versatile and dedicated professional with over 10 years of experience across various sectors, including training, event management, and the arts. Passionate about empowering communities and advocating for inclusivity, Muha has contributed significantly as a trainer, disability advocate, peer counselor, and consultant.

Muha serves as an EEP Trainer for Rumah Amal Cheshire Selangor, working closely with individuals to unlock their potential. Since 2019, Muha has been an active Disability Trainer, Peer Counsellor, and Consultant with the Malaysia Independent Living Association for Disabled (MILAD), equipping people with disabilities with skills to lead independent lives. As a certified HRD Corp TTT Trainer, Muha delivers impactful training sessions tailored to diverse audiences.

Beyond training, Muha has a proven track record of excellence in event coordination, having managed conferences, vendor conventions, weddings, and specialized events. Additionally, Muha is a skilled event emcee with experience hosting high-profile events, such as Hari OKU Sedunia and the 100 Years of Inspiration celebration of Group Captain Leonard Cheshire.

In the arts, Muha is an accomplished theatre writer and performer, contributing to notable productions such as Teater Muzikal Razak, Teater Cinta Julia, and Teater River in the Sky. From acting and marketing to executive producing and narration, Muha brings creativity and leadership to every project.

Muha has also collaborated with a wide range of prominent clients, including government ministries, corporations, and non-profit organizations such as Kementerian Pembangunan Usahawan dan Koperasi, Rumah Amal Cheshire Selangor, Federation of ASEAN Shipowners' Association (FASA), and MISC Berhad.

Committed to making a difference, Muha combines expertise in training, events, and the arts to foster positive change and create meaningful experiences for individuals and communities alike.



Professional Experience

- HRD Corp TTT Certified and Accredited Trainer (PSMB)
- Disability Trainer, Peer Counsellor, Consultant, Malaysia Independent Living Association For Disabled (MILAD), Malaysia (from 2017)
- Disability Rights Advocate, Majlis Tindakan OKU Selangor (from 2019)
- Disability Rights Advocate, Majlis Kebangsaan Bagi OKU (2008-2011)
- Executive Director, Beautiful Gate Foundation For Disabled (1993-2019)

Certification and Awards

- Disability Equality Training and Disability Related Service Training Trainer Certification (recognized by JKM and DET Forum International)
- STAR Golden Heart Award by The STAR (2019)
- Tokoh Aksesibiliti 2018 by City Council of Kuala Lumpur (2018)
- Fervent Global Love of Lives Medal by Chou Da Kuan Foundation, Taiwan (2011)
- Young Humanitarian Award by New Strait Times (2008)
- Ahli Mahkota Wilayah (A.M.W.) by Duli Yang Maha Mulia Sri Paduka Baginda Yang Dipertuan Agong (2008)
- Itoga Kazuo Memorial Prize by Itoga Memorial Foundation at Shiga Prefecture of Japan (2007)
- Anugerah Jasa Kebaktian by the then Parliament Member of Petaling Jaya Utara in conjunction with Majlis Sambutan 50 Tahun Kemerdekaan Petaling Jaya Utara (2007)
- Tokoh OKU (Model of Disabled People) by the Malaysian Government, Ministry of Women, Family and Social Development (2004)
- Outstanding Young Malaysian year 2000 by Junior Chamber Malaysia under the category of Humanitarian and Voluntary Service



Background and Achievements:

Sia Siew Chin is a disability rights advocate and trainer with over 30 years of experience promoting disability inclusion and equality in Malaysia. She specializes in disability-related training and consultancy services and is recognized by various organizations for her expertise and contributions to the disability sector.

In her role at MILAD, Sia led a group of trainers consisting of visually impaired, hearing impaired, and wheelchair users in conducting Disability Equality Training and Disability Related Service Training to various organizations, including GTR (for Air Asia ground workers), IPSOS, UTAR (medical faculty), and all local governments in Selangor.

As a Disability Rights Advocate at Majlis Tindakan OKU Selangor, Sia has been advocating for the rights and interests of persons with disabilities in Malaysia, particularly in the areas of accessibility, education, employment, and independent living.

- Education: Bachelor in Divinity, Seminari Theoloji Malaysia (1990-1993)
- Skills:
 - Expertise in disability-related training and consultancy services
 - Knowledge of disability laws and policies in Malaysia
 - Proficient in English, Malay, and Mandarin
 - Excellent public speaking and interpersonal communication skills



Achievements and Awards

- HRD Corp TTT Certified and Accredited Trainer (PSMB)
- 2012: Malaysia Tribute to Women Award
- 2011: Junior Chamber International's (JCI) Ten Outstanding Young Malaysia Award
- 2008: Represented in the International forum "The Right to work and labor environment of the disabled female in Asian" 22nd – 26th Nov, 2008 Korea
- 2007: Represented Malaysia in the First Youth Consultation of the Asian Ecumenical Network of People with Disabilities 5th - 10th February 2007 Korea, Theme: "Challenging and empowering YOUTH with disabilities in Asia"
- 2006: Winner of the Asia Youth Award
- 2005: Represent Malaysia for the Independent Living for the Persons with Disabilities Course in 31st May-31st July 2005, Okinawa, Japan.
- 2002: Represent Malaysia for the Regional Seminar on Assistive Technology for Persons with Disabilities Country's need Analysis in 28th Oct-1st Nov 2002, Bangkok
- 2001: Represent Selangor Paralympics for the table tennis Competition 2001



Background and Experiences:

Sia Ling Ling, who suffers from Muscular Dystrophy-Charcot Marie Tooth, a hereditary muscle disease that weakens her entire body's muscles, is an extraordinary individual. Despite being a disabled woman in a wheelchair, she has never given up and continues to seek out more resources and opportunities for people in need.

Ling Ling has contributed significantly to community development and her relentless advocacy for social welfare initiatives. She has dedicated her life to creating and implementing programs that are tailored to the individual abilities of people with special needs, ensuring that they have access to meaningful employment opportunities.

Today, she is also a qualified Trainer for Disability Equality Training, Job coach that certified by Malaysia Welfare Department. A motivation speaker for school, colleges and companies.

What Makes Her Work Special:

- Tailored Programs: Ling Ling has designed programs that cater to the unique abilities of individuals with disabled with physical and special needs. This personalized approach not only empowers them but also ensures that they can contribute effectively to the workforce.
- Advocacy for Inclusive Policies: She has been a strong advocate for inclusive policies, pushing for legislative changes that benefit people with disabilities. Her efforts have led to more inclusive workplaces and communities.
- Resource Expansion: Ling Ling has been instrumental in securing funding to expand resources and support for individuals with special needs. Her initiatives have provided essential services and opportunities to many who would otherwise have been overlooked.
- Personal Mentorship: Beyond her official duties, Ling Ling has personally mentored numerous individuals, providing them with the guidance and support needed to achieve their personal and professional goals.



Policy Advocacy: She has tirelessly worked to advocate:-

1. Arts in Disabilities

In 2000, Ling Ling enrolled in the Beautiful Gate Foundation for the Disabled and helped the center start a performing arts troupe for people with physical disabilities. This troupe was awarded in the Malaysia Book of Records for the largest participation in a wheelchair dance at Putra Stadium, Bukit Jalil. She also represented Malaysia in the International Culture Arts, launched by Deputy Culture, Arts, and Tourism Minister Datuk Fu Ah Kiow. The performances, themed "Light up the World with Love," conveyed messages of love and a challenge to live a fulfilled life despite disabilities. Through arts and music, she enhanced the acceptance of individuals with disabilities and their self-confidence by developing a positive mindset. The group she led to many cities and countries inspired many lives. Recently, she resigned and was appointed president of the Milad Wheelchair Dance Sport Club, which provides an inclusive platform for persons with disabilities to engage in dance sport, enhancing their physical fitness, self-esteem, and social interaction, and involves people in Paralympic sports for the future.

2. Founder of the Center

In 2011, Ling Ling founded the Malaysia Parents with Disabilities Association, which provides services, counseling, seminars, activities, and support for parents with disabilities and their family members. In 2013, she was invited by the Beautiful Gate Foundation to set up a center to provide a shelter workshop for people with special needs. In 2020, she founded the Intellectually Disabled Association to provide vocational training and education for youth and young adults with intellectual disabilities. For many years, she represented Malaysia in various international forums and seminars:

In 2002, she represented Malaysia at the Regional Seminar on Assistive Technology for Persons with Disabilities, Country's Need Analysis, in Bangkok, Thailand. In 2005, she represented Malaysia at the Independent Living for Persons with Disabilities Course in Okinawa, Japan. In 2007, she represented Malaysia at the First Youth Consultation of the Asian Ecumenical Network of People with Disabilities in Korea, themed "Challenging and Empowering Youth with Disabilities in Asia." In 2008, she represented Malaysia at the International Forum "The Right to Work and Labor Environment of the Disabled Female in Asia" in Korea. In 2011, she represented Malaysia at the International Conference on Accessible Tourism for people with disabilities, 11-15 April, Taiwan. In 2018, she represented Malaysia to share the accessible tourism for people with disabilities on 11- 15 May, at Chengdu, China.

She has trained and helped many individuals with physical and intellectual disabilities integrate into society through awareness campaigns, motivational talks, and advocacy, striving to create an equal and inclusive society for the disabled.



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BigPay
Blackhem
BMW Group
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Bridgestone
British Council
Brother International
Bursa Malaysia
ByteDance (TikTok)
Canon Marketing
Carlsberg
CCM Pharmaceuticals
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Cerebos
Chin Hin Group
Chuan Huat Resources
Chubb Insurance
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Cigna International Health Services
CIMB Bank
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DayThree
Dagang Net Technologies
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Edaran Tan Chong Motor
ELK Desa
ELKEN
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Kenanga Investment Bank
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KPMG Malaysia
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Kumpulan Wang Simpanan Pekerja (KWSP)
Kuwait Finance House
Lee Kum Kee
Lembaga Hasil Dalam Negeri (LHDN)
Lembaga Tabung Angkatan Tentera (LTAT)

Luno
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Mah Sing Group
Majlis Amanah Rakyat (MARA)
Malakoff Utilities
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Mary Kay
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MCIS
MCMC
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Nistrans
Nokia
Northport
NS BlueScope
OCBC Bank
OMRON Malaysia
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Panasonic
PayNet
PayPal
Pembangunan Sumber Manusia (PSMB)
Penang Port
Penang Skills Development Center (PSDC)
Perkeso
Pernec
Perodua
Petronas
Pfizer
Pharmaniga
PHHP Marketing
PLUS
Pokka Ace
Polyplastic
Pos Malaysia
PPG Coatings
Prasarana
Primer Kenrich
Prince Court Medical Centre
Prokhas
Prometric Technology
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ProtectHealth Corporation
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Sarawak Energy
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Securiforce Logistics
Securities Industry Development Corporation
SEGi College
Senheng Electric (KL)
Shangri-La Hotels
Shell
Siemens Group
Silverlake
Sime Darby
SME Bank
SME Corp
Sony EMCS
Sonoco Products
SP Setia
SRG Asia Pacific
Standard Chartered Bank
Star Publication
StemLife
Success Electronics
Sudong (Singtel)
Sumitomo Mitsui Banking Corporation
Sunpower Malaysia Manufacturing
Sunway Group
Suruhanjaya Syarikat Malaysia (SSM)
SWIFT Support Services Malaysia
Symphony BPO
Takaful Ikhlas
Taylor's University
Telecontinent
Tele-Flow
Telekom Malaysia
TGV Cinemas
The Food Purveyor
The Hilton Group
The New Straits Times Press
TIME dotcom
TMC Care
TNB
TNT Worldwide Express
Tokio Marine Insurans
Top Glove
Toshiba
Touch 'n Go
Tourism Malaysia
Toyota
Toyota Capital
Toyota Tsusho
Toyo Tyre
U Mobile
UEM Group
UITM
UKM Group
UMW Group
United Overseas Bank (UOB)
UOA Group
VADS
Vale Malaysia
ViewPoint Research Corporation
Volvo Malaysia
Wasco Berhad
Waterco
Watsons Personal Care Store
Weir Minerals
Western Digital
Wilmar
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For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

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- Easy to determine ROI with completion of lessons that are graded.

Step 1: Complete Grammar, Reading & Listening diagnostic test.

Step 2: From the diagnostic test, the learning system algorithm recommends lessons based on competency level.

Step 3: Start your lessons for 17 weeks (112 days), with 420 graded lessons available.

Step 4: Complete 70 lessons in 112 days and print the Certificate of Completion.



Participant 1

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____
(for HRD Corp grant and examination purpose, if any)

Participant 2

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____
(for HRD Corp grant and examination purpose, if any)

Participant 3

Name: (Mr/Ms) _____

Job Title: _____

Email Address: _____

Contact No: _____

IC No: _____
(for HRD Corp grant and examination purpose, if any)

Human Resource / Approving Manager

Name: (Mr/Ms) _____

Email Address: _____

Company Name: _____

Address: _____

Authorize Signature: _____

Workshop Investment

Please choose your option by ✓ the box below

Classroom Face-to-face (F2F)		
	RM2,500 per pax	RM4,800 for 2 pax RM7,000 for 3 pax
EARLY BIRD SPECIAL Early Bird Discount! Get 15% off for registration before 19th September 2026		
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HRD Corp Claimable Course

(Inclusive of all online training materials, lunches and tea breaks, e-certificate, examination fees if any, HRD Corp 4% Service Fee and 8% SST)

To register, complete this form:

- Email form back to sender's email address/ info@atcen.com
- WhatsApp this form to +6018-233-0760

By Direct Transfer:

Account Name: ATCEN Sdn Bhd
Bank: Public Bank Berhad
Acc No: 3130460034

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(4.2% PayPal transaction fees is applicable)

Job Title: _____

Contact No: _____

Fax: _____

Invoice Attention To / Finance Email: _____

Are you using your company's HRD Corp Levy for this training?

☐ Yes ☐ No

Company Chop:

TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However, a substitute is welcome at no additional charges.
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

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Invoice Number:

Invoice Date:
