ATCEN
The People Development Expert

PUBLIC WORKSHOP

CERTIFIED INTERACTION QUALITY ASSURANCE ANALYST (CIQAA)

WITH A.I. AUGMENTATION

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a conversation
with our AI Assistant

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ATCEN AI Assistant



WKU

HRD CORP CLAIMABLE

ATCEN LEARNING PLATFORM
ACCESS TO PRE-LEARNING AND POST-LEARNING
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Contact us

info@atcen.com
+603-7728 2623
+6018-233 0760

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CERTIFIED INTERACTION QUALITY ASSURANCE ANALYST (CIQAA)

Wyndham Grand Bangsar, Kuala Lumpur

Workshop Description

Quality assurance and monitoring refers to the process of listening to or observing an agent's interaction points with customers to establish and evaluate the quality of the interaction.

The process of incident management, from detection, recording and closure in Interaction Point is essential in assuring the standards of service experience delivery. This is also the most effective method for tracking and improving processes, identify agent skills, process efficiency and is the Quality Control factor of all interactions and the overall level of service delivery at customer interaction points.

Agent motivation levels can improve when interactions are monitored accurately, not only can it improve the customer experience, it can also improve overall interaction points performance, reduce escalations, focus training efforts, identify process improvement opportunities and facilitate employee development.

Therefore, an interaction point's quality assurance/ monitoring program is an essential element in providing excellent service to customers. Quality interactions help retain your customers and grow the business.

This certification qualifies the QA analyst to maximize the necessary elements in understanding, designing, implementing and managing a quality management program to ensure consistent, high quality sales/service information accuracy, quality management and delivery of a great customer experience.

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ATCEN LEARNING PLATFORM
AND POST - LEARNING

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WITH A.I. AUGMENTATION

Workshop Learning Objectives

- Ensure Interaction Quality Assurance is aligned with business goals of the Customer Experience Strategy;
- Create and enhance awareness of Interaction quality assurance and monitoring;
- Learn key concepts about quality monitoring;
- Understand how quality monitoring is the key factor in determining the actual customer experience and improving on it;
- Monitoring and identifying of common customer issues (FAQs)
- Standardizing multi-channel communications with Customers;
- Manage individual development effectively.

Who Should Attend

- Executive and Managerial interaction quality program professional



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Workshop Outline / Agenda

Day 1

9:00am – 10:30am

Module 1: The Role of Quality Assurance and Monitoring at an Interaction Point

- What is a Quality Monitoring Program?
- The Direct Impact of Quality of Interactions in Customer Experience Management
- Understanding the Concept of Quality Assurance and Monitoring and the Distinct Customer Experience
- The Benefits of The Quality Program in Improving the Customer Experience – Issues Identification and Resolution
- Using the Quality Monitoring Program to Standardize Communications

10:45am – 1:00pm

Module 2: QA Analyst Competencies

- Identifying the Right Analysts to Conduct Interaction Quality Monitoring
- Gaining Support from Leaders, Facilitators and Managers for the QA Role
- Identifying and Selection of Call Analysts
- Managing the Delicate Balance of Analytical and Empathetic Skills of QA Analysts

2:00pm – 5:00pm

Module 3: The Monitoring and Feedback Process

- The Best Way to Monitor and Assess Interactions
- Selection of Criteria to Evaluate from the Scorecard
- Identifying Front Liner's Areas of Strengths and Development
- Creating Alignment and Identifying Correlating Factors of Quality Monitoring Scores with Existing KPI's
- Performance Managing Quality Monitoring Results
- Using Quality Monitoring Data as Performance Indicators

Training Methodology

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

- Pre learning & Post learning
- Group activities / Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

Day 2

9:00am – 10:45am

Module 4: Performance Feedback Concepts

- What is Feedback and How It Works
- The Relationship and Differences Between Performance Monitoring and Feedback
- The Performance Management

10:45am – 1:00pm

Module 5: Developing Key Coaching Skills

- Principles & Qualities of an Effective Coach
- Focus on the Job Holder, Earn the Right to Advance and Advanced Through Involvement
- Developing Communication Skills to Secure Buy-in

2:00pm – 5:00pm

Module 6a: AI Augmentation and Applications in Contact Centre Training

- Understanding AI and its Functionalities
- Leveraging on AI's Potential in Augmenting Individual Performance
- AI in Content Creation & Design
- AI in Delivery Enhancement
- AI in Audience Engagement & Interaction

Module 6b: Moving Forward

- Creating Your Personalized Implementation Plan

Review and Examination

Professional certificate awarded by Western Kentucky University (USA)

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Certification is dependent on the following:

- Full Class Attendance
- Assessment comprising of 50 Multiple Choice Questions (100%)
- Passing score is **80 percent or higher**.

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Companies that have attended "Certified Contact Centre Quality" since 2010 and more

AIA Berhad
Air Selangor
ASTRO
Ambank Group
Amway Malaysia
Bank Islam
Bank Negara Malaysia
Bank Rakyat
Bonuskad Loyalty Sdn Bhd
Brunei Shell Petroleum Sdn Bhd
CTOS Data Systems Sdn Bhd
DHL Information Services (Asia-Pacific)
e2 Power Sdn Bhd
EMA Global
EON Bank Bhd
Etiqa Insurance & Takaful
Getronics Solutions
Honda Malaysia
Hong Leong Bank Berhad
KWSP
iFast Financial
Institut Jantung Negara (IJN)
Institut KWSP
IPA Singapore PTE. LTD
Lafarge Cements Sdn Bhd
Magnum
Malayan Banking Berhad
MBSB Bank
MCIS
Measat Broadcast Network Systems
Mesiniaga Services Sdn Bhd
Pacnet Global (M) Sdn Bhd
PETRONAS ICT Sdn Bhd
Pharmaniaga Logistics Sdn Bhd
PLUS Malaysia Berhad
Pos Malaysia Berhad
Primary Contact Sdn Bhd
Prudential BSN Takaful Berhad
Prudential Services Asia
RHB Banking Group
RIA IME
Sapura Research Sdn Bhd
Siemens Malaysia Sdn Bhd
SIGMA
SME Bank
Standard Chartered Bank
Sudong Sdn Bhd
Tayangan Unggul
Telecontinent Sdn Bhd
Tenaga Nasional Berhad (TNB)
TGV Cinemas Sdn Bhd
TT dotCom Sdn Bhd
Voicecyber SEA Sdn Bhd

PARTICIPANTS FEEDBACKS

"This program is good especially who practicing in contact centre field. Some of them do not have an exposure on the right concept of call quality management due to they work base on the experience only"
- Senior Executive, Customer Service & Quality, Sapura Research Sdn Bhd

"I really appreciate to be put in this program which relate much to my new role as Senior SD Analyst"
- IT Service Management Analyst, Brunei Shell Petroleum

"The overall content was very useful for my job. It will help in improving my skills and my department practical"

"Highly recommended for AVP to be invited together with QA'S & TM'S. More homework for creating parameter & element description - this to access individual understanding"

23rd Session Since 2010

91% Score on Trainer's Feedback (November 2024)

196 Numbers of participants that have joined this course (public workshop) since 2010

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KEN NG

CX Architect, Contact Centre Mentor and Human Performance



Formal and Professional Education

- BSc in Marketing and Organizational Communication (University of Oklahoma, USA)
- Bachelor of Business Administration (with Distinction) (University of Oklahoma, USA)

Certifications

- Certified Professional Speaker / Certified Support Manager (Service Support Professionals Association of America)
- Certified NLP Practitioner / Certified NLP Coach (NFNLP)
- Certified Associate Coach (CCA and MACC)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)
- Notable Judge, by Customer Relationship Management & Contact Centre Association of Malaysia (CCAM) for annual CRM & CCAM awards

Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as "Sifu" to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles and has conducted in-depth research and studies on CX, sales, marketing, contact centers in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through consulting, summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Center Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in the individual and operations categories since 2005.

His expertise has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Contact Center service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Center projects, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with Contact Centers and customer interaction in the mid-80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in service, sales and marketing for major service and sales operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the Southeast Asia and Asia Pacific region, Contact Center and Marketing Consultant for Microsoft Malaysia to Sales and Marketing Manager for the Kirby Company, USA and many more.

Companies Ken Ng has trained inhouse:
A&W Malaysia, ABS, Ace Synergy, ADT Services, AEON Credit, Affin Bank, AIA, AIA Shared Services, AIG, Air Selangor, Alliance Bank, Alphamatic, Alphamatic Sys., AmAssurance, AmBank, American Express, AmG Insurance, Amanah Raya Berhad (ARB), AON Malaysia, Asia Assistance Network (AAN), ASTRO, ATOS Services, Aviva, AXA Affin
BCG, Bank Islam, Bank Negara Malaysia (BNM), Bank of China, Bank of Maldives, Bank Rakyat, Big Dutchman, Big Pay, Belkin, BeMis, BMW, Boehringer Ingelheim, Bosch, Boustead, BSN, Bursa Malaysia
Canon Malaysia, Carlsberg Malaysia, CCAM, CCM, Celcom, Celcom Axiata, Century Battery, Century Logistics, Cerebos, Chevron Malaysia, CIMB Aviva, CIMB Group, Citibank Malaysia, City-Link Express, Club 21, Club Med, CNI, Colgate Palmolive, CommerceDotCom, Crowne Plaza Hotels, CSC Malaysia, Cuckoo
Da Ma Cai, Dagang Net, Danone Dumex, DayThree, Dell Asia Pacific, Dhiraagu (Maldives), DHL Express, DiGi, DST (Brunei)
E-Genting Berhad, Easy Call, EON, EON Bank Group, Etiqa Insurance, Exxon Mobil
F-Secure, F&N Dairies, Faber Medi-serve, Festo Malaysia, Fresenius Medical, Fuji Xerox
GAB, Genting Group, Gleneagles Hospital, Glenmarie Properties, GRAB, Grand-Flo Berhad, Great Eastern Life Assurance
Hap Seng Group, Hei-Tech Padu, Heidelberg, Henry Butcher, Hewlett Packard, Hilton Hotels, Honda Malaysia, Hong Leong Bank, Huayang
IBM, IBBM, ICI Paints, iCimb, iMoney, Indiana University, USA, Indah Water Konsortium (IWK), ING, Inter-Touch, Intel, IOI Properties, iPerintis, IT-365, DHL IT
Jebsen & Jessen, Johnson Controls, Juristech
KBU, Kementerian Kesihatan Malaysia (KKM/MOH), KIBB, Khazanah Nasional, Kirby Company, USA, KWAP, KWSP
L'oreal, Lafarge, LB Aluminum, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products
MAA, Malaysian Oxygen (MOX), Manulife Malaysia, Mary Kay, Masterskill, Maxis, Maybank Group, Mazda, MDEC, Mercedes Benz, Merck, Mesiniaga, Microsoft, Microsoft Malaysia, Mines Marketing, Mitsui OSK Lines, Mitsui Soko, MMC-Gamuda, Monarch, Mondelez, MSIG, MYOB Asia
Nestle Malaysia, Nike Malaysia, Nokia Asia Pacific, NTT Docomo, Nu Skin
OCBC, Orisoft System
Paradise Resorts, ParkRoyal Hotels, PayPal, Petronas, Pfizer, Pharmaniaga, Phillips, Polyplastics, POS Malaysia, Prometric, Proton Edar, Prudential, PSDC, Public Mutual
RHB, Real Rewards, Reckitt Benckiser, ResMed, Ricoh, Royal Selangor
Samling, Samsung, SCAN Associates, SCICOM, SCOPE International, Shangri-La Hotels & Resorts, Shell, Siemens, Silverlake, SNE Marketing, SONOCO, Sony Malaysia, Southern Bank Berhad (SBB), SP Setia, SRG, Standard Chartered Bank (SCB), STAR Publications, Stem Life Malaysia, Sudong, Sunway Group, Super Pages, Suruhanjaya Syarikat Malaysia (SSM), Swiss-Garden, SYABAS
Takaful Malaysia, Taylor's Education Group, Teledirect, Telekom Malaysia (TM), TGV Cinemas, Time dotcom, TNB, TNT, Tokio Marine, Touch n Go, Toyota Capital, TYCO
UEM-Sunrise, UMMC, Uni of Oklahoma, UMW Toyota, UOB, UOB Centre of Excellence
VADS, Vale, Vsource
Watsons
Yamaha Motors, Yeo Hiap Seng (M)
Zenith Media, Zuellig Pharma

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KEN NG

CX Architect, Contact Centre Mentor and Human Performance

Over 25 years of training, Ken's passion for developing people has provided him with the privilege of accumulating the following experience.







Data as of January 2025

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EDNA PEREIRA

Dynamic Contact Centre Leader



Accolades

- Actively participate in World Contact Centre Judging (2020 & 2022)
- Customer Experience Summit (CCAM) – 2018
- Contact Centre World Conference/Award (Kota Kinabalu) – 2016
- Won the Gold at Contact Centre World (Regional Level) & Global Level 2016 - Best Contact Centre Large
- Runner-Up at Contact Centre World (Regional Level) 2016 – Best Recruitment Campaign
- Won the Gold Award at the 16th National Customer Experience Industry Award 2015 for Recruitment & On boarding process
- COPC Certified Coordinator (2015)
- Won 3rd placing for Most Creative Cost Centre – 2013 for the Contact Centre Association Malaysia

Work Experience

- MEASAT Broadcast (ASTRO), Asst Vice President, Head of Call Centre Operations. 2011 – 2015 [400 staff]
- VADS Berhad (Call Centre, BPO Services), Senior Manager Operations (Reporting to Director of Operations). 2005 – 2011 [310 - 500 staff]
- HSBC Electronic Data Processing Malaysia, Operations Manager. 2003 – 2005 [58 staff]
- Scicom Sdn Bhd, Team Manager (Reporting to Head of Call Centre – Nokia Project). 2000 – 2003 [120 staff]
- Indah Water Konsortium Sdn Bhd, Senior Customer Executive (Reporting to Customer Service Manager). 1998 – 1999
- American Express Malaysia, Team Leader & Customer Service Trainer (Reporting to Customer Service Head) 1989 – 1998

Edna Pereira is a highly experienced professional with 30 years of experience in the contact centre/service industry. She possesses in-depth knowledge of managing both in-house and outsourced contact centers, sourcing and recruitment, employee engagement and people development, training for new hire and existing agents, resource optimization, planning and budget management, as well as facility management.

Edna has a track record of transforming inbound contact centers to revenue-generating centers, implementing short-term initiatives to improve quality of service, productivity, and efficiency, as well as developing e-learning modules, improving recruitment quality, achieving high employee engagement scores, cost savings on employment agency, resource optimization, and cost reduction.

Edna is a strong leader with excellent communication skills and the ability to constantly adapt and forward plans as circumstances change for the client and her advisory solutions are well-thought out, providing detailed implementation to achieve clients' objectives.

ACCREDITED HRD CORP TRAINER

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ABOUT
WESTERN KENTUCKY UNIVERSITY

Since 2006, ATCEN has been working with Western Kentucky University, *Division of Extended Learning and Outreach (DELO). This collaboration of industry experts and academics resulted in Malaysia's 1st home grown series of Certified Programs for Contact Centre.*



ATCEN

WKU

ATCEN is Asia's leading people development company. Since 2003, we have been conducting business training, business events and business advisory for professionals and businesses worldwide. ATCEN is 5-Star Training Provider registered with HRD Corp and also the collaborative partner with John C. Maxwell trainers in Malaysia.

www.atcen.com

Western Kentucky University (WKU) has its roots in 1875. Today, this Top Rank State University located at Bowling Green, Kentucky, USA is home to over 22,000 students from all over the world. WKU offers over 79 Academic Majors and 84 Academic Minors Undergraduate Courses.

www.wku.edu

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Capacity Building

ATCEN provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

Amanah Raya Berhad
(Malaysia's premier trustee company wholly owned by the Government of Malaysia)
Service mindset and Delivery transformation for branches and Contact Centre.

Bank of China
Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

Digi Telecommunications
(Mobile service provider in Malaysia)
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

DHL Express
Process improvement and training development of Customer Interaction Centre.

Employees Provident Fund (KWSP)
(Malaysia's and one of the world's oldest provident funds)
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

interTouch
Improving the CX experience and Contact Centre process for global operations.

Maybank
(Malaysia's largest financial services group and the leading banking group in South East Asia)
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

Bank Rakyat
Consulting, Training and Auditing their new Contact Centre setup.

CIMB
Leading ASEAN universal bank and one of the region's foremost corporate advisors)
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

Dell
Regional trainer for their global customer initiative

Etiqa
(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIQA. Involved in Value and CX immersion of Branches and Contact Centre.

Hong Leong Bank
(Major public listed banking group in Malaysia)
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

Maxis
(Leading communications service provider in Malaysia)
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

SP Setia Berhad
Developing and enhancing the CX and interaction process in HQ and Branches.

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PRACTICAL ENGLISH
E-Learning

Enroll For Our *Practical English*

READ, LISTEN, VOCABULARY & GRAMMAR

Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.

Introductory price of
RM200/user
for Practical English (112 days access) with every sign up of ATCEN's Public Course!

Reallyenglish

HRD CORP CLAIMABLE

READ, LISTEN, VOCABULARY & GRAMMAR

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.

By completing self study lessons (online), participants can improve their reading, listening, vocabulary and grammar proficiency with our digital learning programs.

Choose this Innovative Learning Program

- All Blended Learning lessons materials (online and classroom) are developed by Reallyenglish.
- Grammar: 119 lessons, Listening: 150 lessons, Reading: 151 lessons. Total 420 lessons.
- Practical English adaptive algorithms customises learning for each learner.
- Continuous assessment in each lesson to measure learner progress.
- Weekly coaching email to motivate.
- Seamless user experience from desktops to mobile devices.
- 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.



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CERTIFIED INTERACTION QUALITY ASSURANCE ANALYST (CIQAA)

Wyndham Grand Bangsar, Kuala Lumpur

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) _____ Job Title: _____

Email Address: _____ Contact No: _____

Company Name: _____ Fax: _____

Address: _____

Authorize Signature: _____ Invoice Attention To / Finance Email: _____

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

☐ Yes ☐ No

Company Chop: _____

Workshop Investment

Please choose your option by ✓ the box below

Classroom Face-to-face (F2F)		
	RM3,500 per pax	RM9,500 for 3 pax
EARLY BIRD SPECIAL	**Early Bird Discount!** Get 15% off for registration before 12th March 2027	
	RM2,975 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page *Practical English*)		
	RM3,700 per pax	RM10,100 for 3 pax

HRD Corp Claimable Course

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

To register, complete this form:

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

By Direct Transfer:

Account Name: ATCEN Sdn Bhd

Bank: Public Bank Berhad

Acc No: 3130460034

By Credit Card via PayPal:

(4.2% PayPal transaction fees is applicable)

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.

For Office Use Only

Corporate Sales Consultant:	Invoice Number:	Invoice Date:
_____	_____	_____