

Certified BrandImage Professional (CBIP)

(8 Days)

BRANDIMAGE
INTERNATIONAL INSTITUTE,
SECTION 13, SHAH ALAM

WELCOME NOTES

Programme Overview

CBIP is an 8-day immersive experience designed for:

- Aspiring Image Consultants who wish to launch a professional practice.
- Corporate Professionals & Leaders seeking to elevate personal branding, influence, and executive image.
- Career Changers & Educators eager to join a global network of certified consultants.

You'll learn to master the four pillars of BrandImage™ Consulting – Colour Intelligence, Style Architecture, Behavioural Presence, and Brand Storytelling – culminating in a real-world Capstone Showcase.

Who This Programme is For?

This certification is designed for professionals who aspire to elevate both themselves and others through the mastery of image and presence.

- Aspiring Image Consultants ready to transform passion into profession.
- Corporate Trainers & Coaches expanding their influence through personal branding.
- Entrepreneurs & Leaders seeking to enhance credibility and executive impact.
- Educators & HR Professionals integrating image and behavioural intelligence into talent development.

Wherever you begin, you'll leave with clarity, confidence, and a certification that positions you among global image professionals.



THE SIGNATURE LEARNING EXPERIENCE

Every element of this programme is designed to help you evolve through discovery, design, and delivery.

Discover your authentic identity

Design your personal and professional signature

Deliver your confident presence to the world

It's more than learning – it's a transformation journey that fuses science, aesthetics, and human connection.

TRANSFORMATION JOURNEY OVERVIEW

IGNITE → AURA → SCULPT → SIGNATURE →
PRESENCE → GLAMLAB → SUITED → ICON

Each day represents a stage of professional and personal transformation – from inner clarity to outward confidence.



AGENDA

DAY 1 | 2025

IGNITE™ The Awakening of the Consultant Within

9.00am - 1.00pm

● Morning Module — The Psychology of First Impressions

- Perception science: how impressions form in 7 seconds
- The ABCD of Image — Appearance, Behaviour, Communication & Digital Presence
- Image and self-esteem: the link between confidence and credibility
- Posture, movement & voice as non-verbal branding
- Interactive: Perception Mirror Exercise

1.00pm - 2.00pm

● LUNCH BREAK

2.00pm - 5.00pm

● Afternoon Module — Becoming a Professional Consultant

- Evolution & ethics of the image consulting industry
- Understanding client psychology & expectations
- Building trust through empathy and EQ
- Crafting your Personal Brand Mission Statement
- Assignment: “My Image, My Identity” reflection journal

DAY 2 | 2025

AURA™ The Language of Colour and Light

9.00am - 1.00pm

● Morning Module — The Science of Colour Harmonys

- Colour terminology: hue, temperature, intensity, value
- Emotional and cultural power of colour
- Warm vs cool undertones — decoding skin tones
- Colour and psychological impact in branding
- Workshop: The Aura Wall — mapping your emotional palette

1.00pm - 2.00pm

● LUNCH BREAK

2.00pm - 5.00pm

● Afternoon Module — Professional Colour Analysis Techniques

- Seasonal & Flow Colour Systems
- Practical draping and undertone assessment
- Hair, eye & skin tone coordination
- Creating a client Colour Confidence Palette™
- Assignment: Develop “My Aura Board” for a mock client

AGENDA

DAY 3 | 2025

SCULPT™ The Architecture of Style and Proportion

9.00am - 1.00pm

● Morning Module — Understanding the Human Silhouette

- Bodyline analysis and proportion mapping
- Measuring techniques for accuracy & professionalism
- Identifying 8 body shapes and their styling goals
- Positive language and body confidence coaching
- Interactive: “Shape Shift” visual styling activity

1.00pm - 2.00pm

● LUNCH BREAK

2.00pm - 5.00pm

● Afternoon Module — Design, Lines & Fabric Intelligence

- Line direction and optical effects
- Pattern, texture, and scale selection
- Fabric weight and movement analysis
- Accessory strategy for balance and style
- Assignment: Body Harmony Portfolio™ (three case studies)

DAY 4 | 2025

SIGNATURE™ Defining the Style DNA that Distinguishes You

9.00am - 1.00pm

● Morning Module — Discovering Style Archetypes

- The 7 style personalities and their visual language
- Lifestyle mapping for style authenticity
- The Style Personality Profiler™
- Aligning style with career stage and audience

1.00pm - 2.00pm

● LUNCH BREAK

2.00pm - 5.00pm

● Afternoon Module — Personal Branding & Identity

- Translating values into visual statements
- Building a Signature Lookbook™
- Integrating colour, silhouette & brand voice
- Social media presence and digital projection
- Assignment: Create “My Signature Style Board™”

AGENDA

DAY 5 | 2025

PRESENCE™ Command Respect Before You Speak

9.00am - 1.00pm

● **Morning Module — Body Language & Non-Verbal Influence**

- Posture, stance & movement for authority
- Eye contact and micro-expression control
- Emotional intelligence through body awareness
- Commanding confidence on camera and stage

1.00pm - 2.00pm

● **LUNCH BREAK**

2.00pm - 5.00pm

● **Afternoon Module — Modern Etiquette & Social Grace**

- Handshake protocol and greeting hierarchies
- Introductions, titles, and cultural adaptation
- Business card etiquette & networking confidence
- Hosting and guest responsibilities
- Assessment: Etiquette Demonstration & Feedback

DAY 6 | 2025

GLAMLAB™ Where Art Meets Precision

9.00am - 1.00pm

● **Morning Module — Makeup Fundamentals for Professionals**

- Skin analysis & tone matching
- Product knowledge & tool selection
- Day-to-evening professional makeup techniques
- Hygiene and client care
- Practical: Live demonstration & application

1.00pm - 2.00pm

● **LUNCH BREAK**

2.00pm - 5.00pm

● **Afternoon Module — Hair & Grooming Consultation**

- Face shape and hairstyle coordination
- Hair texture, colour & maintenance plans
- Grooming standards for men and women
- Professional presentation and final touches
- Assignment: Before-After Transformation Portfolio

AGENDA

DAY 7 | 2025

SUITED™ Dress the Part. Lead the Room.

9.00am - 1.00pm

● Morning Module — Corporate Wardrobe Intelligence

- Degrees of dress and industry expectations
- Menswear fundamentals — fit and fabric
- Accessory coordination and visual hierarchy
- Cultural interpretations of professional style

1.00pm - 2.00pm

● LUNCH BREAK

2.00pm - 5.00pm

● Afternoon Module — Wardrobe Strategy & Sustainability

- Capsule wardrobe planning
- Style rotation & seasonal updates
- Dressing for leadership & media engagement
- Sustainable and ethical fashion choices
- Assignment: Design a Corporate Capsule Collection™

DAY 8 | 2025

ICON™ The Transformation Unveiled

9.00am - 1.00pm

● Morning Module — Portfolio & Rehearsal

- Final portfolio assembly (Colour, Style, Brand)
- Consultation simulation practice
- Presentation coaching & delivery refinement

1.00pm - 2.00pm

● LUNCH BREAK

2.00pm - 5.00pm

● Afternoon Module — The ICON Showcase

- Live client presentation (10–15 minutes)
- Peer and instructor evaluation
- Reflection: “My Journey as a Consultant”
- Certification Ceremony & Networking Celebration

Evaluation Criteria:

Professionalism | Image Mastery | Creativity
Client Communication | Presence

FEE STRUCTURE

Description

Certified BrandImage Professional (8 Days)

MYR 13,800

**Price quoted above is per participant*

TERMS & CONDITIONS

- **SERVICES & TAXES:** Investment amount is inclusive of all the services stated to be delivered by Trainers Asia in the contract. Investment amount is excluding any government taxes, withholding taxes and bank charges.
- **PAYMENT TERMS:** Upon completion and receipt of the contract, payment is required within 5 working days of the issuance of invoice. For delegates claiming under their HRDC levy, kindly check that you have sufficient funds prior to registration. In the event that the grant amount is not fully paid by HRDC, the delegate/ company will have to bear the cost in full and make immediate payment in settlement.
- **CANCELLATION & REFUNDS:** All bookings are 100% non- refundable after a signed contract has been received by Trainers Asia. Cancellation must be received in writing at least 30 days before the event. It is therefore up to the delegate or organisation, in the event that they cannot attend, to find a replacement to attend in their place and the name notified to Trainers Asia by 15 November 2025.
- Trainers Asia will not refund the delegate/ organisation in full if the event is cancelled or postponed due to circumstances outside its control such as natural disaster, fire at the venue, terrorist attacks, national pandemic or the illness of the invited guest.
- Trainers Asia reserves the right to cancel or make changes to the content such as date and location of the event. In case of cancellation, Trainers Asia will provide full refund or credit voucher within 30 days from the event date.
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REGISTRATION

Company Name:

Full Address:

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Post Code: **Country:**

GST/VAT/Tax Number:

Payment Method:

☐ HRDC LEVY ☐ SELF PAY

Participant Details:

Full Name:

IC / Passport:

Email:

Mobile: Office Tel:

Signature and Company Stamp:

Please return this section via email to:
jason@chap-one.com (Jason).

