



# Buddy Town Employability Enhancement Workshop Series

## Background and Purposes

Are you worrying about your future career in this highly competitive environment? Do you feel puzzled of what should you do to be survived and make constructive growth?

With the very successful launch of Project A and STEP 2 in April and September 2017, Buddy Town has acquired excellent experience on how to transform experienced people in making constructive changes and career progress. The new training programme has put different focus on the needs of the people who are seeking for career move. All the workshops are led by experienced trainers and human resources professionals who are the experts of the areas. There are high relationships between these four workshops, yet you can still choose to enroll either one or as a bundle together.

## Workshop Details

### 1) Target

- People who are now under career transition and actively seeking for next job

### 2) Content

- Included the most updated market information and the best practices covering market analysis, job search, application and interview
- Enhance job application skills

### 3) Structure and Major Learning Areas

- Includes FOUR 2.5 hours workshops and 3 months personalized career support
- The workshops will be covering the following skill areas
  1. Self-Assessment and Job Market Analysis
  2. Job Search Techniques and Methods
  3. Self-Presentation - CV and Cover Letter



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## 4. Job Interview Techniques

### 4) Methodology

- 1) A combination of presentation, experience sharing (from experienced recruiter) and in-class and out-class exercises
- 2) Plus individual career support services for 3 months upon the completion of all workshops

### 5) Venue:

All workshops will be held in GoodLab, L1, The Sparkle Tower 1, 500 Tung Chau Street, Kowloon

### 6) Language:

Cantonese with English Materials

Se.	Date/Time	Workshop / Faciliators	Brief Description
A1	Sept 6, 7:15 – 9:45pm	Assessing Yourself and Job Market Steve Man, Vilian Chiu	This session will help you rethink yourself, your works and your career options, with a hint on the skill sets in support of your pursuit of various career options by looking at your target job market information. By using proven assessment tool, the workshop will help you finding your direction and career options. Topics include the concept of career change, exploring career opportunities, setting mid-career goals, formulating mid-career plans and strategies, implementing and evaluating mid-career plans and strategies.
A2	Sept 13, 7:15 – 9:45pm	360 Degree Job Search Methods Virginia Wan, Steve Man	This workshop introduces the concept of job search and equips participants with the knowledge and skills needed to use different employment search methods and networking strategies in addition to helping participants to become savvy job seekers. It included the methods ride on using social media such as LinkedIn and personal networking. Participants will be helped to utilize their basic computer and internet navigation skills to create a



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			powerful on-line presence, build professional connections/networks and search for, and utilize, career related information for career success purposes.
A3	Sept 20, 7:15 – 9:45pm	Writing Winning Resume and Cover Letter  Steve Man, Vilian Chiu	Successful job search requires, among other things, development of a good resume and well written cover letter. This workshop will help participants to market themselves effectively through understanding, appreciating and applying principles and components of an effective resume and cover letter. Participant will experience how to improve components of their current resumes and how to write effective cover letters.
A4	Sept 27, 7:15 – 9:45pm	Job Interview Techniques Workshop  Vilian Chiu, Steve Man	The employment interview techniques workshop aims at helping participants to understand and adopt a specific set of effective interview techniques. To that end, participants will be able to develop the competence and confidence needed to professionally promote themselves and get positive interview results. Topics include meaning and importance of employment interview, interview process and techniques, preparation and employer research, question styles, intent of questions, business etiquette, selling approach, appropriate responses and follow-up on interview results.



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### Trainer Profiles

Steve  
Man



- Registered Corporate Coach and Certified Career and Transition Coach
- Formally as Human Resources Director and Head for sizable public and private organizations and MNCs
- Act as Visiting Lecturer for educational programmes up to Master degree level and Corporate Trainer
- Top LinkedIn HR professional in Hong Kong with about 10 thousands 1st connections
- Buddy Town Founder and Chief Executive

Vilian  
Chiu



- Registered Corporate Coach, Global Career Development Facilitator
- Former Asia Pacific head of HR in different publicly listed multinational corporations
- Acting as volunteer career coach and HR advisor
- Buddy Town Coaching Sub-group Coordinator

Virginia  
Wan



- A 360 degree Talent Management Expert and Career Coach
- Experienced Executive Recruiter and Corporate Trainer
- Certified NLP Practitioner and accredited in various sophisticated assessment tools
- Passionate in helping others' career development and now become a devoted contributor to Buddy Town



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### Your Investment

In order to enable people to enjoy the best rates, we have come up with various forms of discounts such as early bird, two person register for one program and bundle (enroll two programmes together) and special scholarships for financially needed.

### Listed Prices and Discounted Offer

	Listed Price	Register before August 22	
A) Employability Enhancement Workshops (4 workshops)	HK\$2,000	HK\$1,800	1) Two person register for a same workshop or Minus HK\$500 each
B) Individual Workshop	HK\$600	HK\$540	2) one person register two or more workshop at one time Minus HK\$150 each

\*Interested parties who are currently unemployed may apply for scholarship for up to 50% of the listed prices reduction

\*Please note all the above discount items could not be used together



## Buddy Town Employability Enhancement Workshop Series

Enrollment Form for Buddy Town's Employability Enhancement and Personal Growth Workshop Series		
Title:	Mr. <input type="checkbox"/>	Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/>
Name:	(Surname)	(Other Names) (English)
姓名:	(中文)	HKID Card No.:
Telephone No.	(Residence)	(Mobile)
Email Address:		
Correspondence Address:		
Education Level:	<input type="checkbox"/> Master or above	<input type="checkbox"/> Bachelor <input type="checkbox"/> Diploma
	<input type="checkbox"/> Matriculation	<input type="checkbox"/> Form 5 Others (Please specify)
Enrollment Choice:	Whole Workshop Series	Others _____
Applicable Discount	Early Bird	Two person in One Group Scholarship – require approval
Payment Method	<input type="checkbox"/> Bank Transfer to Buddy Town 124-340860-838 (HSBC)	

Or you can fill out the below link for initial enrollment

<https://www.buddytownhk.com/blank-3> --> Click "Register the Programme"



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### Notes for Application

- Registration must be made on the Enrollment Form provided and sent back to Buddy Town on or before **August 28, 2018** with the bank transfer note copy.
- Applicants should send the copy of the cheque or the copy of bank transfer whatsapp to Buddy Town
- Applicants will be notified by telephone/whatsapp to confirm receipt of the enrollment form and the payment. An official receipts will be sent to the applicant in due course.
- Applicants will be confirmed the place and the time for each workshop one week before that workshop.
- Buddy Town reserves the right to cancel a programme and/or make alterations in relation to its topics, contents, dates, times, venues and other particulars without prior notice.

For more information about Buddy Town, please visit our Facebook Fan Page : [www.facebook.com/buddytownhk](http://www.facebook.com/buddytownhk) or our website: [www.buddytownhk.com](http://www.buddytownhk.com)

Enquiry : WhatsApp 95492126 or email [team@buddytownhk.com](mailto:team@buddytownhk.com)