

GEEK TERMINAL

in association with

AdvantEdge

Professional Development

proudly present

From Brown Cow To Purple Cow

Making A Remarkable Name For Yourself

How do you brand yourself?

If you present yourself as a brown cow, you are commonplace, boring, and predictable. How would you like to be a purple cow instead? Imagine presenting yourself so remarkably that it guarantees you the job, or the deal. How does that translate into actions that make people sit up and take notice of you and your business? Are you living an impression? Find out for yourself what you are doing or not doing that makes or mars your reputation.

In this 3-hour workshop:

- Recognize the impact you create from your audience's point of view
- Uncover what works and doesn't work in what you say and do that affects your personal branding and reputation
- Create empowering values for yourself
- Identify and develop a brand personality that's an expression of you
- Distinguish yourself creatively and appropriately to your audience
- Develop your personal communication style that puts your best foot forward such that you leave a memorable impression
- Present yourself so remarkably that it guarantees you the business
- Avoid the 3 pitfalls that cause remarkable ideas to fail
- Create steps to making a memorable impression effortlessly

Wednesday 18 June 2008

7.00pm – 10.30pm

Geek Terminal, 55 Market Street

\$88 (Public)

\$50 (Corporate Clients of Geek Terminal, Members of AdvantEdge Coaching & Executive Coach International)

RSVP : rsvp@geekterminal.com

**Download Your
Bonus E-book
Valued at \$50 for**

FREE!

www.advantedge.com.sg/getbonus

Pioneering Professional Development Institution

AdvantEdge Coaching Pte Ltd is one of the region's pioneering professional development institutions that focuses on creating champions in the corporate world. Co-founded by one of four of Asia's Master Certified Coaches by the International Coach Federation (ICF), AdvantEdge caters to different levels and dimensions of a person's professional evolution.

One of the Region's Leading Coaching Organizations

AdvantEdge is the corporate training arm of Executive Coach International Pte Ltd, a leading coaching organization in the region which boasts Singapore's largest body of internationally qualified coaches to be certified by the ICF.

Professional Evolution

At AdvantEdge, we are committed to advancing executives through the constant reworking of their personal effectiveness formula. We help our clients create significant breakthroughs by living powerful and inspiring lives.

Executive Coach Profile



Julia Ng

Managing Director | Executive Coach

Julia is an Associate Certified Coach with the International Coach Federation. Coaching since 2000, she has helped clients achieve excellence leading to promotions, 400 percent growth in earnings, creative leadership, and greater organization and work-life efficiency. Julia also has 17 years of experience in corporate branding and runs her design consultancy business after holding key positions in internationally renowned firms in the USA, Australia and Singapore. She has been a consultant for British American Tobacco (Vietnam), CapitaLand, F&N Group, HDB, Jaygee Enterprises, Jollibee Foods Corporation (Philippines), and Taikoo (Hong Kong).

Udderly engaging!

"Julia's delivery and content was refreshing, eye-opening and full of value. I found every second engaging. You don't just sit there and listen; you participate and generate ideas and crystallize your action plans on the spot! I look forward to attending future workshops by AdvantEdge because I can expect something different and more effective than what I've seen out there." **Vicki Lew** Director, *Bionic Creative*



Geek Terminal

The Hi-Tech Business Café Serves Up Fine Cuisine

By Tan Wei Zhe

Geek Terminal teams up with Cisco to provide a state-of-the-art Unified Communications System with secure and high-speed wireless access as well as world-class food fit for executives.

The café intends to portray itself as a high-tech environment optimised for business executives and travelers to get work done as well as teleconference with their clients in other parts of the world. The wireless access points distributed throughout the lounge aim to provide a convenient yet secure working environment where high-powered executives and corporate travelers can access their email as well as conduct their business dealings.

Said Mr Christopher Lee, CEO of Geek Terminal Pte Ltd, “Our re-branding will involve a rapid fire series of upgrades to transform the Geek Terminal space into a congenial space for enterprise and networking. Cisco’s secure network access underscores the core and anchors the very ‘heart’ of Geek Terminal’s brand

repositioning efforts by bringing enterprise communities together via real time communication.”

One of the highlights of the rebranding campaign is to reintroduce gadgets and high-tech business appliances as part of the interior fixtures and fittings within the lounge. Apart from being merely tool applications to deliver customised business communication solutions, aesthetics and form will be a precondition for the new devices installed. Cisco’s Unified Communication Systems are tastefully melded into the stylish acrylic casing of cool blue that adorns the café interior as a signature wall piece to the décor.

“We are delighted to be working with a forward-looking organization like Geek Terminal who shares our vision of enabling

workspace everywhere, helping to provide its customers with secure connectivity while on the road,” said Tom Cheong, Managing Director for Cisco Singapore. “An integral part of Geek Terminal’s transformation, Cisco’s networking solutions is the platform which will help enable Geek Terminal to position itself as an alternative business venue by providing the necessary collaboration tools for business productivity.”

At the end of the “transformation”, users at Geek Terminal will be able to use the upgraded facilities and services as part of their business dealings on-the-go; while enjoying a peace of mind of protection and security that most wi-fi cafes are not currently able to provide.

The other highlight of the revamped café



is the Cisco Unified IP Phones, high-tech devices which enable customers to place orders for their meals through it, call for an attendant, check their flight listings, call for a cab, do a currency conversion and check the latest news among other things. Another interesting feature of these phones is that anyone in Beijing dialing their local number of 5920- 9104 will in fact be calling a phone physically located at Geek Terminal, Singapore. Similarly, anyone in Montreal dialing 448- 5977 will be able to speak with someone at Geek Terminal in Singapore. That is, for the price of a local phone call in Beijing and Montreal, anyone can phone Geek Terminal Singapore.

Aside from the business applications, what is a café without quality and substantial meals to fill hungry tummies? Geek Terminal features full meals as well as light snacks and drinks to go with the executive ambience.

Breakfast meals include egg dishes, omelettes, waffles, pancakes and toasts. The café also serves a wide range of salads, soups, sandwiches, pastas, East-West dishes, cakes as well as an executive set lunch to quell the hunger pangs of business persons who are in the midst of serious work.

The kitchen of the café is helmed by their Executive Chef with a wealth of culinary experience from local and overseas 5-star hotels. Dishes to look out for at the café include its G33K (Geek) Club Sandwich, a

G33K (Geek) Club Sandwich



Moroccan Lamb Stew with mashed potatoes





Greek Terminal's dishes (Clockwise from top):
Grilled Chicken Steak, Ceasar Salad, Napolitana Pasta and Chicken Yakitori.

triple decker consisting of juicy strips of grilled chicken, tomato, lettuce and fried egg complete with a signature special sauce as well as the exotic yet flavourful Moroccan Lamb Stew.

The comprehensive drinks selection ranges from home-brewed illy's coffees, Pickwick teas, Douwe Egberts iced and hot chocolates, mineral waters by S. Pellegrino and Acqua Panna, Italian sodas, smoothies and fruit juices served up by their Chief Barista.

If you are seduced by the ultra-hip surroundings of Geek Terminal and wish to host seminars or parties there, the café also provides audio visual facilities projector, wireless microphones and up to 10 LCD High-definition TVs for the full multimedia effect.

Geek Terminal is Singapore's premier executive lounge and business office for the corporate executive. Geek Terminal links and empowers like-minded professionals to connect to new business services. Built specifically for business travellers and mobile business executives looking for a place to meet, Geek Terminal serves great coffee and food and offers full access to state-of-the-art business centre facilities for executives to work and communicate while away from the office.

Geek Terminal is strategically located at Raffles Place in the Central Business District of Singapore and serves breakfast, lunch, tea and dinner from 7.30am to 10pm on weekdays and from 9am to 6pm on Saturdays. ■

