CHARLESMANN
SOLUTIONS

Company Profile

World Class Training and Consultancy,

British Quality and Standards

Google Partner

HRD CORP · REGISTERED TRAINING PROVIDER

Charles Mann Solutions aims to be the leading provider of digital media, online marketing and ICT related training and consultancy in south east Asia. We want to help you and your business grow through better practices and will guide you through the latest developments of the digital world without breaking your budget.

Charles Mann Solutions provides high quality training courses, ranging from bespoke training solutions to topic-specific workshops and seminars for all types of businesses. As a leading international provider of training and consultancy, Charles Mann ensures the correct expertise and knowledge are presented in the most cost effective and efficient manner possible.

Originally setup in the United Kingdom in 1996 by fresh graduates in the pioneering subject area of Multimedia, Charles Mann has helped many organisations and companies since then, conducting consultation sessions along with training programmes, gaining over 15 years experience.

Charles Mann has created for itself a reputation among clients located across a broad global spectrum covering the United Kingdom, Saudi Arabia, United Arab Emirates, Malaysia and Singapore.

By operating and providing effective consultancy since 1996, the very formative period of mass take-up of the world wide web and online digital use by both commercial organisations as well as consumers, Charles Mann has amassed vast experience as the technology and services have evolved. Charles Mann has always been at the forefront of analysing and studying emerging technologies, and therefore passing on critical knowledge to small and medium sized businesses and organisations, equipping them with skills and understanding to further enhance their respective setups.

We are proud to have worked with a wide range of companies, trade bodies and non–profit organisations, providing them with training, consultations and mentoring in all key areas of business related to technology.

In 2012, Charles Mann expanded its services to include Malaysia and became an approved training provider with HRD Corp (formerly HRDF), enabling our courses to be 100% claimable under the SBL-Khas hhhascheme. Furthermore, in 2015, Charles Mann was selected as an official partner of Google in south east Asia. No matter how small or large your business, we are here to help you with your learning needs and can help you in making the most of online and offline digital technologies.

Charles Mann Solutions is proud to offer a broad selection of exciting and business-relevant training courses, covering critical areas of digital technologies that businesses can benefit from.

With emphasis placed on offering the best structured courses, developed around tried and tested methods used in the United Kingdom, you can be assured that our training sessions are great value and well-structured, designed to enhance and springboard your business or organisation to success within their respective sectors.

Specialising in subject areas that are vital today, Charles Mann offers courses including:

- **'Social Media for Business - Is Your Business Social Enough?'**
- **'Advanced Social Media Techniques - The Latest Trends and Strategies in Social Media'**
- **'Designing Persuasive Websites - Make Your Website Work!'**
- **'Email Marketing - Creating Powerful and Effective Email Campaigns with Mailchimp'**
- **'Search Engine Optimisation (SEO) - Improve Your Websites' Search Rank & Performance'**
- **'Google Adwords & PPC Marketing - Optimise Your Marketing for Performance and Profitability'**
- **'Using Facebook in Business - A Beginners Training Course'**
- **'Advanced Facebook Techniques - Learn About the Powerful Tools in Facebook'**
- **'Mobile Apps Development for Business - Learn the Benefits and Opportunities of Apps'**
- **'Social Media Crisis Management - Create Effective Crisis Management Solutions'**
- **'Commercial Drone/UAV Piloting - Operating Drones in Professional Capacities'**
- **'The IoT Specialist Course - Instructor-Led Comprehensive Internet of Things Program'**

Charles Mann believes in offering the most flexible solutions to businesses and organisations. With this in mind, we aim to offer training programmes in public venues, easily accessible for all attendees and offering a comfortable adult orientated learning environment.

We also understand that occasionally, a business may require a more specific and tailored in-house solution, combining various elements of our offerings into a dedicated strategy, fulfilling the requirements of a particular marketing or online strategy. With this in mind, Charles Mann is happy to work in conjunction with those clients preferring this solution.

Social Media for Business Training Course

Since the beginning of the world wide web, there have been huge changes in how media is produced and consumed. The most dynamic and exciting form of this media evolution is social media - a phenomenon that is no longer being used by the few but by the many, and should seriously be considered an essential part of any businesses' digital marketing strategy.

Our social media training course will give you an in-depth understanding of the shifts in this medium that have been occurring; highlight the depth and breadth of the social media landscape, and how your business or brand can benefit by forming a strategy that will comfortably fit into areas such as marketing, product development and customer services.

By studying practical examples and case studies, the principles and fundamentals of social media use for businesses and organisations will be explained and clarified through this interactive training course, enabling attendees to run and manage strategies within their respective marketing frameworks.

COURSE CONTENT:

- Social Media Overview
- Current marketplace
- Trends and latest developments
- Basic principles behind using Social Media
- Principles of Social Media
- Reciprocity and Sharing of information
- Conversations through Social Media
- Cultivating relationships through Social Media
- Delivering trust
- Importance of honesty and integrity
- Types of Social Media
- Communication forums
- Multimedia sharing
- Reviews, comments and opinions across all sectors
- Entertainment
- Audiences for Social Media
- Demographics and statistics

- Driving factors
- Why Social Media Matters
- Understanding how it affects brands and businesses
- Understanding the network economy
- Case studies - good and bad examples
- Monitoring your brand's presence
- Basic analysis techniques and tools
- Interpreting the results
- Benchmarking practices
- Ethics - the laws behind Social Media
- Best practices
- Creating a Social Media strategy for your brand

Designing Persuasive Websites Training Course

Creating and developing a website is no longer a difficult or complex process, with most businesses having some sort of identity online. Additionally, driving traffic to your website is only half the battle with the other half being getting them to engage, buy or enquire.

All marketing efforts in bringing visitors to your website are pointless if these visitors exit your website without buying or getting in touch, or performing some sort of interaction. This unique website design and strategy training course will give you a thorough understanding of the principles of persuasive website design, resulting in helping you create web design briefs that will help develop online pages that truly add value to your business or brand. You will discover that making some simple changes to your web pages can make a huge difference to the number of people who read your content, browse your pages, complete your enquiry forms or make a purchase.

Through a mix of theory, practical exercises and examples, this training course will show you how to apply the essential principles of website persuasion, ensuring that you offer a great experience to your website visitors.

COURSE PROGRAMME:

- Introduction to Conversion Rate Optimisation (CRO)
- The key principles of CRO
- Determining your Conversion Rate
- The fundamental drivers of human behaviour
- Why it is important to grab attention and how to do it
- Prioritising changes to your website
- Identify problem areas on your website
- Securing buy-in from the wider team
- Using Web Analytics to identify problems
- How to model the behaviour of your online visitors
- Gathering 'Voice of the Customer' data
- Rapid feedback gathering tools
- Simple ways to develop Customer Journeys
- The basic optimisation tools
- Free and low-cost websites and online resources
- Develop a website testing programme
- How and when to run optimisation tests
- The key metrics you must pay attention to

- How to benchmark your website against others
- The most important thing you should do with the data you acquire
- Implementing website changes
- The importance of attention grabbing headlines
- Using the power of emotion to engage with your your customer personas
- Inserting the right keywords at the right points
- Understanding and designing effective Landing Pages
- Which web optimisation practices must be followed and which can be safely ignored
- Easy ways to tell a persuasive story online
- Page elements that will keep visitors on your site for longer
- Tips and techniques for improving the visibility of your Calls to Action

Effective Email Marketing Training Course

Email Marketing is one of the most cost effective and powerful forms of online digital marketing and often forms the core of corporate marketing strategies. When managed properly, email marketing can be an effective method of promoting products and services, as well as effectively engaging with customers and clients. It is inexpensive, reliable, measureable and the return on investment (ROI) can be very high.

But it's getting harder and harder to capture the attention of email subscribers and to engage with them effectively. It is also becoming difficult to conduct campaigns without damaging your brand, especially as recipients are now more wary of SPAM marketing and online fraud.

Our new fully-revised Email Marketing training course, also known as EDM (Email Direct Marketing), has been designed to help you make substantial improvements to your email blasting campaigns. By taking you through the fundamental principles behind email marketing strategies, you will gain an impressive insight into this advertising medium and will be able to confidently deploy and manage effective campaigns.

COURSE PROGRAMME:

- Permission and E-permission marketing
- Defining your goals
- E-marketing strategies
- Choosing your metrics
- Setting your budgets
- Email marketing essentials
- Conducting a competitive analysis
- Planning and delivering email campaigns
- Emailing for customer acquisition and rentention
- Customer acquisition methods - on and offline
- Encouraging web visitors to subscribe
- Crafting effective registration processes
- Customer retention strategies
- Choosing frequency schedules
- Creating effective email campaigns
- Building trust with subscribers
- Developing engaging content
- Improving the value offering of your emails
- Planning for Viral and Social Media Marketing
- HTML email design and technology
- Branding your design
- Working with email templates
- Choosing colours and fonts
- Thinking about navigation
- Designing for the preview pane
- Designing for 'Above the Fold'
- Improving scannability
- Using links intelligently
- Short vs long copy
- Thinking about subject lines and from fields
- HTML email development
- HTML vs text emails
- Email reader compatibility and testing
- Improving inbox deliverability
- Avoid looking like a spammer
- Improving list quality
- Removing non-responsive emails
- How to minimise unsubscribes and complaints
- Campaign measurement and making on-going improvements
- Understanding conversion and performance metrics
- Tracking landing pages
- Reducing abandonment and bounce rates
- Structured approaches to testing
- A/B and Multivariate testing
- Analysing test results
- The future of email marketing
- Social Media - the death of email?

Search Engine Optimisation Training Course

Search Engine Optimisation (SEO) is widely regarded as an important and fundamental part of any digital marketer's arsenal, yet it still remains very misunderstood by many who still follow SEO techniques from the 90's and earlu 2000's. Search Engine Optimisation has come a long way since then due to Google setting the standard and high bar for websites to aspire to. However, the techniques and SEO strategies that can be employed are relatively simple to achieve.

Our SEO training course and workshop demystifies the jargon associated with search engine optimisation, helping marketers, designers and developers create successful SEO campaigns that will compliment other online marketing activity as well as improve ranking in Googe search and other major search engines.

The day is packed full of useful strategies, case studies, recommended tools and the very latest research on best practice. It aims to empower attendees to run their own SEO campaigns or to better manage their SEO agency relationships.

COURSE PROGRAMME:

- Overview of the search marketing landscape
- How search engines work and rank relevant websites in search results
- How social media is impacting on SEO
- A review of the risks when running SEO campaigns
- Examples of common SEO implementation issues
- Setting and measuring SEO goals and objectives
- Keyword research and planning: outsmarting your competitors
- Keyword research tools and software
- Using research tools to avoid the Google penalty
- How the psychology of user search behaviour impacts on website design
- Competitor benchmarking - techniques and tools
- Understanding how search engines crawl websites
- Creating and submitting webmaster sitemaps
- Techniques to deal with duplicate or similar content
- Dealing with migrating or relaunching websites

- How to create metadata for search engines and social networks
- Using Google tools to improve engagement and research keywords
- Managing your web designers: case studies of poor web design
- Using tools to run SEO audits
- A lesson in link building science
- Google PageRank and its influence on modern SEO
- Google official advice on SEO and tips
- Social Media and its effect on link building
- Optimising your website architecture for link building
- Using sitemaps and their benefit
- Different structured approaches to running SEO campaigns
- Reviewing, testing and refining search engine optimisation
- Future SEO trends

Google Adwords & PPC Marketing Training Course

Google AdWords (or Google Ads) and PPC (pay per click) marketing plays a crucial role in thousands of online marketing campaigns, especially in ultra competitive industries and sectors. Yet many of them are run at a loss, with companies missing out on the huge opportunities to vastly improve their return on investment. However, most of the errors committed when Google Ad campaigns are run are simple to fix and rectify, without the need to outsource or call in specialists.

Our Google Ads training course gives participants an in-depth understanding of the latest PPC marketing strategies by providing a wealth of techniques and tips to optimise AdWords campaigns to make them more profitable and effective. In addition, it demystifies the jargon used when running Ad campaigns.

The techniques gained from this training course will allow marketers to run strategies in an efficient manner, and attendees will leave with a clear understanding of the principles behind this powerful marketing medium.

COURSE PROGRAMME:

- A review of the latest search marketing trends
- A look at the latest pay-per-click advertising options
- Comparing AdWords with Facebook and LinkedIn advertising
- Choosing between SEO and PPC
- Setting goals and KPI's
- Using analytics to measure performance
- Keyword research: demystifying how people really search
- Measuring seasonal and regional search habits
- Optimising AdWords campaign structure
- Ways to increase campaign targeting
- Using AdWords extensions to improve campaign performance
- Techniques to assign campaigns budgets
- Setting keyword bids to meet marketing objectives

- Choosing between the search and display network
- Dealing with the deluge of data: what should I be regularly looking at?
- Understanding real search terms that trigger your ads
- Keyword research and analysis
- Reporting on competitor information
- How to find missed opportunities
- Understanding conversion tracking: am I making a profit?
- Optimising landing pages to improve performance
- Tools and methods of testing of landing pages
- Creating Remarketing lists and campaigns

Using Facebook in Business Training Course

With over 1.2 billion users worldwide, chances are you are familiar with the Facebook social media platform but are probably not using its full potential when it comes to your organisation or business.

Our Facebook marketing training course takes a hands-on, practical approach, leading you through the stages of developing and implementing a business focussed Facebook marketing campaign. The training course also explains the strategic decisions you will need to take in order to harness the full capability of the world's largest social network site.

This one day training course uses a combination of practical exercises, presentations and case studies, which by the end of the day will equip you with the skills and knowledge required to excel at running successful Facebook marketing campaigns for any industry or sector. By learning the specific business elements provided by Facebook, you will learn the distinct advantages that this social media platform can provide you with.

COURSE PROGRAMME:

- How are individuals using Facebook
- What does Facebook have to offer for businesses?
- What are features such as Profiles, Places, Groups and Pages?
- What is Facebook good for and not good for?
- The Timeline and Ticker
- Scheduling posting plans
- Adding milestones, events and offers
- Advantages and challenges
- Adding 'Share' and 'Like' buttons on your own website
- Comment functions
- How to set up a page
- Selecting a page name
- Performing keyword research
- Using pictures for profiles and cover photos
- Facebook address
- How to bring in content from an external sources
- What does a 'Like' really mean?

- What are Facebook apps and what's possible?
- Top tips on what to do and what to avoid
- What can be measured and monitored?
- Measurement tools
- Measuring success beyond your Facebook Page and 'Likes'

Advanced Facebook Techniques Training Course
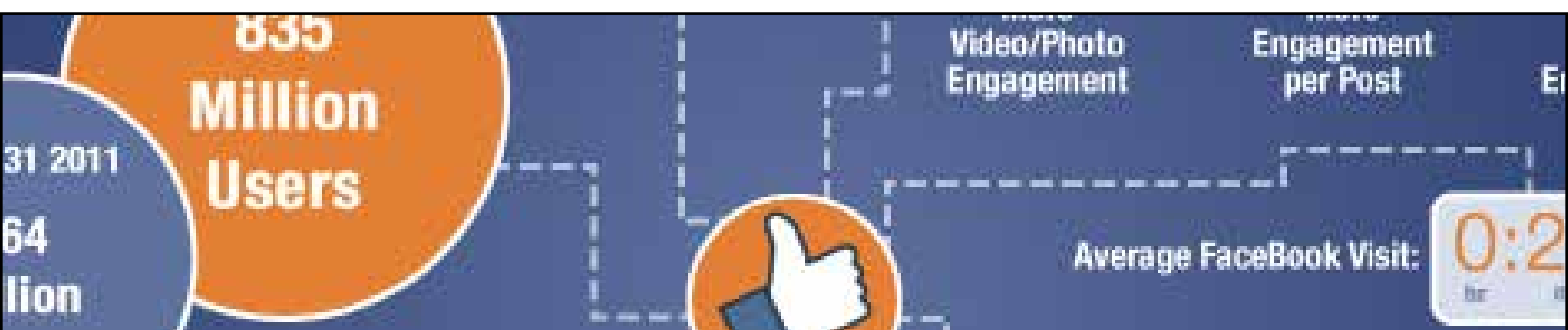
This advanced Facebook marketing training course introduces you to the more in-depth and business specific features that exist in Facebook, allowing you to utilise the more powerful techniques when it comes to social media marketing.

By learning these advanced techniques, you will be equipped to harness the full power of Facebook as an effective part of your online digital presence. You will also learn methods to engage effectively with your followers through contests, promotions and interactive postings.

This one day training course uses a combination of practical exercises, presentations and case studies, as well as some technical methods to access some of the more uncommon features of Facebook.

COURSE PROGRAMME:

- What are the latest trends?
- How does Facebook fit into a wider social media strategy?
- The latest Apps
- What is Facebook Connect and what does it make possible?
- Adding 'Share' and 'Like' buttons on your own website
- What makes a successful Facebook Page?
- How to bring in content from an external sources
- Embedding posts
- Retention: growing a page vs. maintaining a page
- How much content to produce? Content creation vs. content curation
- Running competitions
- What does a 'Like' really mean?
- Managing your pages
- When and why to get an agency involved
- Top do's and don'ts
- Searching and installing apps
- Creating custom apps
- SSL certification process
- What is the Facebook API and what does that mean?

- Briefing a developer
- Top tips on what to do and what to avoid
- What advertising options are available
- How to make a Facebook ad
- Data and demographic targeting
- Purpose of ad campaign – conversion into what?
- A/B Testing and optimisation
- What can be measured and monitored?
- Industry benchmarks
- Measurement tools
- Measuring success beyond your Facebook Page and 'Likes'
- The personal vs. professional grey area
- Resources and staffing
- Costs and budgeting
- Sponsored Stories
- Facebook Places and check-ins
- Facebook credits
- Facebook and ecommerce
- In-depth measurement and analysis

Mobile Apps Development for Business Training Course

The number of smartphone users has risen sharply to over 1.5 billion worldwide, mainly due to the growth and popularity of iPhone and Android devices, and is expected to cross the 2 billion mark by end of 2015. Businesses are waking up to the immense opportunities the latest mobile apps can bring to their brands and services, which the technology and pace of adoption are making possible.

But do you know how to make the most of mobile apps when used as part of a wider marketing or communications strategy? How do you navigate through the various mobile platforms, technologies and terminology, to reach your end users effectively and within budget? And what are the best methods to employ to convince your business' stakeholders of the value of mobile apps and the opportunities it presents? Furthermore, how can you evaluate success and make informed long term improvements?

Our mobile apps training course cuts through the technical mumbo-jumbo and takes a case-study based look at how mobile applications can benefit your business or organisation as part of a wider marketing or communications strategy - in both the B2B and B2C environments. The training course suggests practical approaches and processes for commissioning, developing and evaluating apps and goes through the processes of concept creation and design briefs. You will also create a basic tailored app just for your business to get a feel for the technology.

COURSE PROGRAMME:

- Overview of the mobile app market
- Cutting through the data and jargon
- Making sense of the smart phone world and quantifying the marketing and comms opportunity
- The main players: who they are and why you need to know
- Usage trends: who uses smart devices and for what?
- Mobile app strategy, integration and measurement
- The 5 key questions to define the role of mobile app
- The key Integration Touch Points that will ensure mobile apps are part of the marketing, communications or HR strategy
- Analytics: how to interpret the analytics to make them useful
- Mobile app development: time, resources and costs
- Picking the right team to build and maintain your apps
- The pros and cons of in-house, agency and freelance programmers
- Time and costs - what you should plan for
- Mobile app development: stakeholder management

- Identifying cross-functional stakeholders
- Common issues for influencers and blockers
- Identifying IT capabilities/system integration capabilities
- Working with legal/risk management/data management teams
- Agreeing the ROI/Cost vs Objectives with the leadership team
- Mobile app development: app types, design and the user experience
- The 4 types of mobile apps: what you need to know before you start development
- QR Codes: when to use them and how to use them
- Native apps versus web apps: choosing between the two
- Mobile app development: the process
- Drawing up a timeline and process plan
- The creative brief - the key sections in a Mobile App Brief
- Testing, testing, testing – Using both user and technical testing
- Looking to the future: challenges and trends ahead
- Mobile app technology - what and where next?

Social Media Crisis Management Training Course

Social media has changed the way we look at crisis management. There are many examples of large reputable brands going through challenging times and poorly dealing with crises, especially in the digital domain. A huge percentage of issues now start within social media platforms and spread through this space very quickly. Social media has become the preferred outlet where opinion is formed and also where a crisis is managed, in a very public manner. Therefore, if businesses and organisations have not made their crisis management plan social media compliant, it may now be ineffective and out of date.

This one day training course and workshop will teach what to do in order to create a crisis management plan that is social media compliant and effective when so exposed via online platforms and channels. It will also provide an understanding of how customers and citizens use social media to vent opinions and give feedback, as well as how organisations can respond in crisis situations, including areas such as correcting negative brand perceptions as well as removing abuse and spam content on social media platforms.

COURSE PROGRAMME:

- Understanding types Of crises
- Conventional crises which now play-out differently
- Crises created by use of social media by customers, citizens or employees
- 'Own goals' triggered by organisations misuse of social media
- The importance of speed of response
- Creating socially acceptable behaviour
- Managing accessibility
- Creating a plan
- Managing a 24/7 information stream
- Creating the right tone of communication
- How to appear transparent, visible and accessible
- Avoiding appearing as a remote and inflexible organisation
- What is digital activism and who are digital activists?
- How to respond to 'radicalised' customers or stakeholders

- The importance of monitoring
- A look at available monitoring tools
- A lesson in establishing a real-time monitoring dashboard
- A practical session to establish a basic dashboard for each participant
- Managing real-time publication
- A look at the tools required to manage real-time information publication
- The role of platforms such as Twitter, Facebook and Wordpress
- A look at the processes required to use these tools effectively
- A practical session to design a system of tools specific to each participant's institution

Advanced Social Media Techniques Training Course

There is no denying the fact that social media has become a necessary part of a businesses marketing strategy, with customers and clients relying on brands and products to have visibility and transparency online. With this expectation firmly embedded in the minds of the consumer, it is vital for businesses and brands to utilise the very latest techniques and principles in social media to keep ahead of the competition.

Our advanced social media training course concentrates on techniques that allow high quality content production, with a variety of objectives set as targets. By learning the very latest strategies as used by leading global brands, marketers can effectively use the power of social media to greatly enhance online presence.

Using a combination of case studies, practical workshops and interactive exercises, this training course will take participants through optimum content creation techniques using a variety of social media platforms. With real world examples, attendees will benefit hands-on and learn easy to implement strategies.

COURSE PROGRAMME:

- Social Media Platforms Overview
- Current marketplace
- Identifying content types and suitability
- Creativity in content creation
- Engagement strategies
- Running promotions and contests
- Creating interactive elements
- Gathering customer data
- Creating platform wide strategies
- Using apps and tailored content
- Generating conversation
- The viral effect
- Selecting the right platform and content
- Identifying social media benefits and opportunities
- Techniques for easy content publishing
- How to use video content
- Creating strategies to create and manage campaigns
- Importance of measurement and analysis
- Measurement tools and analysis

- Synchronising campaigns with offline strategies
- Importance of uniformity in marketing campaigns
- Case studies of effective strategies
- Crisis management techniques
- Handling negative interaction and responding to complaints
- Minimising resources when utilising online marketing
- Paid social media marketing vs. organic techniques
- Creating policies and house rules
- Monitoring conversations and trends
- Tracking sentiment and brand perceptions
- Personalising the social media experience
- Budgeting and allocating resources
- Creating an developing tailored content and apps

Charles Mann can train staff specifically within a business or organisation, based upon the type of assistance required. The benefits of a personalised training and consultancy programs include: dedicated one-to-one attention, detailed study and analysis of difficulty areas within the setup, be-spoke and tailored solutions and advice, business specific documentation and course notes.

The advantages of having in-house staff training or consultancy are numerous, and result in a business or organisation having a clear strategy and plan of action. With the training and associated discussions centred around the sector the business is located in, as well as taking into account the purpose and objectives of the business, specific strategies can be created that can be effectively implemented and actioned to create a technologically knowledgable and capable department.

Taking into account the present setup of the business and organisation helps Charles Mann create a realistic action plan in a variety of fields:

- Website and Online Presence Audit and Evaluation

- Creation and Implementation of an Effective Social Media Presence

- Utilisation of Email as a Marketing Tool

- Managing and Effectively Running PPC Marketing Campaigns

- Identifying Relevant Digital Tools and Managing Implementation

- Transitioning an Offline Setup to a Digital Online Setup

- Analysing and Measuring Effectiveness of Digital Tools

With over 15 years experience in assisting businesses and organisations, Charles Mann can create detailed and effective courses and plans for industry specific setups, combining a variety of digital elements to create the most optimum and effective solutions.

In less than three years in south east Asia, Charles Mann has worked with some reputable and well-known clients covering a wide range of industries and sectors, including education, retail, F&B, banking and many more. This is a testament to the urgent need in this region for enhancing online presence through the use of the latest digital platforms and tools.

Charles Mann has assisted many businesses and organisations, locally and globally in various capacities, from implementing effective online solutions to marketing and image building on the world wide web.

We strongly believe that behind all knowledge, an understanding of the working principles and fundamentals of a technology is important for it to be used effectively. We therefore pay attention in empowering our clients with the correct knowledge to enable them to effectively used the many digital tools available.

Maybank
Kuala Lumpur,
Malaysia

Tenaga Nasional
Kuala Lumpur,
Malaysia

Bosch Malaysia
Petaling Jaya,
Malaysia

Bank Rakyat
Kuala Lumpur,
Malaysia

Tradewinds Corp
Kuala Lumpur,
Malaysia

UTMSpace
Johor Bahru,
Malaysia

Tenby Educare
Ipoh,
Malaysia

Bata Shoes
Kuala Lumpur,
Malaysia

Domino's Pizza
Kuala Lumpur,
Malaysia

DEMC
Shah Alam,
Malaysia

The Edge
Kuala Lumpur,
Malaysia

Mandarin Oriental
Kuala Lumpur,
Malaysia

Parkson Group
Klang,
Malaysia

Nomad Offices
Kuala Lumpur,
Malaysia

University of Nottingham
Semenyih,
Malaysia

Charles Mann is proud to have at its' centre a group of expert trainers who have many years of combined experience and knowledge in their respective fields. Building on knowledge gained from practical usage within industry along with skills and guidelines set to British standards outlined within the ethos of the company, our trainers can conduct programmes that leave attendees enlightened with clear guidance to further their roles. In addition to our senior trainers, Charles Mann has at its' disposal a pool of trainer talent from the UK and the US to fulfil further training and consultancy requirements.

Abdul Awwal Mahmood - Master Trainer and Consultant

Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses.
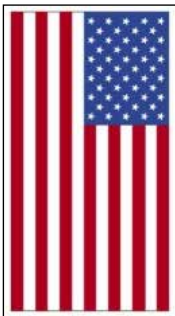
Robert Nichols - Senior Trainer

Robert Nichols studied and gained great experience in the US, working with multiple organisations, before moving to Singapore. With vast expertise in the fields of Search Engine Optimisation, Web Design Philosophy, Social Media Ad Campaign Management and Keyword Research and Analysis, Robert has gained the respect of every organisation he has trained and consulted.

By keeping ahead of technologies and advances in digital media, Robert is a valuable asset to Charles Mann Training & Consultancy, bringing years of experience and in-depth knowledge of cutting edge industries.

Patrick Lo - Senior Trainer

Patrick's passion for technology encouraged him to pursue a career in training and designing workshops and courses to enable attendees in becoming expert marketeers utilising social media to its full potential.

Concentrating on Facebook, Patrick has established himself as a respected media marketing strategist, helping businesses and organisations present themselves to whole new markets and audiences. Presenting enlightening workshops, he has passed on essential knowledge which he has gathered over the years based on tried and tested methods and techniques.

Ravindran Chelliah- Senior Trainer

Ravin has a versatile background having served in banking, sales & marketing, customer services, human resources, project management, information technology and training and development industries over the last 20 years. He is highly passionate about the earth'a sustainability and he believes that there is so much that can be done in the way businesses can be managed and can run more effectively and efficiently using the best practices intoduced in Green IT Management.

He is a Certified Green IT Trainer and teaches the concepts and techniques that has e quality beyond the current principles that is available today. Ravin makes the training interesting with activities and working in groups to identify areas of improvement and what can be achieved from the implementation.

Registration Form

CHARLESMANN
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Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	
TRAINING COURSE REQUIRED:	
COURSE DATE REQUIRED:	

	FULL NAME	**JOB TITLE**	**EMAIL**
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: **info@charlesmann.com.my** or call us on **010 425 0886**
Alternatively, please post to: **10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600**

Payment can be made direct into our CIMB account:
CIMB Bank, Account No. 1209-0014975-05-8
Charles Mann Solutions Sdn Bhd

Google Partner

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