

LEAD Education & Entertainment JSC

Company Profile



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LEAD Education & Entertainment

LEAD Education & Entertainment provide its valued customers with a range of services relating to corporate training, team building, event management and travel.

Services

- **Corporate Training:** All training and development activities are business-oriented and therefore intermediate workplace application is our primary focus in all courses.

Your training needs will be aligned with your business goals and objectives as well as the company's values and culture. We tailor a training program to match your organization's needs either by adapting an existing program or developing a new one. We can assist with one or more of the steps involved in the development process: consulting, training audit/needs assessment, design & development, implementation and evaluation.

- **Team Building:** Whether it's a company picnic, a day away from the office or a few hours of trust building in the middle of the week, we have you cover.
 - Team building activities, team building workshop, team building meetings, team building games conducted both in Vietnamese and English.

- **Event Management:** Creating and producing spectacular events for corporate clients.
 - Marketing Events (conferences, product launches, award ceremonies,...)
 - Corporate events & parties
 - Public events
 - Kid events

- **Travel**
 - Domestic tours
 - Customized group tours

Some of our happy customers

- Coca Cola
- Nike Vietnam
- AIA Vietnam
- Holcim Vietnam
- ScanCom
- V-TRAC
- Atlas Industries
- Merck Glucophage'
- Pyramid Consulting
- Southern Steel Corporation
- SAMCO
- ANZ Bank
- Agribank
- CitiBank
- British Council
- Standard Chartered Bank
- The High school of North America
- The Elementary of North America
- The Australia International Saigon School
- Vietnamese Australia International School

CORPORATE TRAINING & TEAM BUILDING

Bridge the Knowledge Gap



LEAD Education provides professional corporate training programs in Vietnam. At LEAD Education, you will receive full range of professional training and development services which include:

- ▲ Conduct competency-based training need analysis
- ▲ Develop training and development strategy/plan
- ▲ Provide corporate training:
 - Leadership Development Program
 - Personal Effectiveness Program
 - Human Resource Development Program
 - Customer Service Training/Benchmarking
 - Sales and Marketing Program
 - Production and Operation Program
- ▲ Themed team-building activities & games: We deliver solutions that are not only fun, but have an element of excitement and adventure. They promote team-work, performance and development for groups of people of any size.

Your benefit: Since our inception, we have thrived our growth on reliability and quality of the services that we deliver to our customers with whom we share on-going relationships. We bring added value to your organization through:

- ▲ Improving workplace professionalism
- ▲ Positive behavioral changes in learner's attitudes
- ▲ Enhancing productivity and work effectiveness
- ▲ Developing sources of talent from within
- ▲ Improving employee's satisfaction

Methodology: Interactive methods of learning that focus on:

- ▲ **Pre-course:** material readings, training need survey questionnaires
- ▲ **During the course:** pair/group discussion and presentation, case study, role-play, new skills/techniques application practice, experience sharing
- ▲ **After-course:** learning points, application exercises on new behavioral changes, follow-up activities to make sure the transferability of skills to the workplace

Trainer: LEAD Education training team includes highly-qualified professionals with practical hand-on experience. Our team are drawn from real-world experience and are business trainers.

TRAINING PROGRAMS



Training Program	Featured courses	<i>Bridge the Knowledge Gap</i>
Managerial/Supervisory Effectiveness Series	<ul style="list-style-type: none"> • Strategic Leadership • Conflict Management • Influencing Skills • Managing Change • Effective Motivation Skills • Managerial Development Program • Interviewing Skills • Coaching Skills at Work • Effective Communication for Managerial/Supervisory Level • Managing Meetings for Effectiveness • Supervisory Development Program • Managing Your Staff Performance • Corporate culture 	
Personal Effectiveness Series	<ul style="list-style-type: none"> • Staff Development Program • Creative Thinking • Develop Your Innovative Potential • Effective Administration Skills • Effective Time Management • Building Interpersonal Relationship • Effective Teamwork • Project Management • Personal Productivity • Effective Presentation Skills • Creative Problems Solving Skills • How to Build Confidence and Credibility at Work • Effective Communication at Work 	
Human Resources Development Series	<ul style="list-style-type: none"> • HRM for Line Management • Recruitment & Selection • Training & Development • Effective Trainer • Human Resource Planning and Policy • Labor Law Briefing • Performance Management • Remuneration Structuring 	
Sales and Marketing Series	<ul style="list-style-type: none"> • Sales Skills • Sales Presentation Skills • Telephone Selling • Advanced Sales Techniques • Sales Leadership • Developing Marketing Mix • Marketing Management • Brand Management 	
Customer Service Series	<ul style="list-style-type: none"> • Building Customer Service • How to Make Your Customer Happy • Customer Service Benchmarking • How to Handle Difficult Customers • Professional Telephoning Skills • Leadership in Service Excellence • Customer Service Strategic Planning 	
Production/Operation and Safety Series	<ul style="list-style-type: none"> • Safety at Work • 5S & Kaisen • Occupational Health Series • Industrial Hygiene • First Aid-Training • Professionalism at Work 	



Cheer Event is a master brand of LEAD Education & Entertainment JSC to provide an extensive range of corporate events through out Vietnam. We are committed to maximize client satisfaction by constantly delivering the most creative, professional and cost-effective solutions.

WHY US?

- ❑ **Imaginative event solutions:** We provides exceptional event planning, design, and production services for distinctive corporate, school and social events.
- ❑ **Expertise:** Our professionals are constantly learning about new trends, new ideas, and new technologies.
- ❑ **Professionalism & dedication:** We are proud to have a combined team of professional, dedicated and committed staff to offer the best services to customers.

OUR SERVICES

▷ Event management

All events can be tailored to suit clients' needs and are all managed by our professional and experienced event management staff.

Events translate into increased business and brand awareness. We will work closely with you to create an event your guests will remember.

- ❑ Marketing events & corporate events (conferences, product launches, road shows, award ceremonies, etc.)
- ❑ Public events, games show.
- ❑ Company parties.

▷ Holiday Parties

Cheer Event provides unrivaled event planning for company holiday parties of all sizes and styles.

Whether you are planning a party at your facility or looking for a unique and exciting venue, we are your solution. We provide customized event package that includes catering, themes, décor, bands, venue and more!

Entertainments

- ▷ You can count on Cheer Event professional entertainment expertise to make sure your guests will attend an unforgettable and pleasurable event that communicates and reinforces your message and brand.

We can assist you to choose among of all types of performers and diversions in a wide variety of price points and choices. Bands musicians, singer stars, masters of ceremony, staged shows, street performers, light & sound equipment, decoration, etc... are available for your next events.

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