

e-SOHO 2010 conference



16-17 April 2010 at Boulevard Hotel, Mid Valley, Kuala Lumpur.

Enhancing home-businesses through innovation.

Conference Highlights

1. The Entrepreneur's Blueprint
2. Getting Ready – Operational Issues
3. Sound Financial Management
4. Product / Service Innovation
5. Market Segmentation and Strategies
6. Sales Tactics and Innovation
7. Innovative Telepreneurial Skills
8. Winning Competition



Myocho Kan is an entrepreneur who has all the experiences and exposures to share. He started young, and started small. Myocho has equal share of triumphs and turbulences and endured two cycles of recessions. Today, he is the President of Asian Alliance for Advancement Sdn. Bhd. (3A), Co-Founder of Asian Caucus of Invention Associations (ACIA), Hong Kong and Chief Learning Strategist of TraDev Research Consultants.

His list of participants who have benefitted from his trainings, workshops and consultations include those from CIMB Group, Berjaya Group, Convenient Store (7-11), Ajinomoto, POS Malaysia, Kopitiam Asia Pacific (Ipoh Oldtown) and many more companies locally and internationally. Myocho is also a trainer for UTAR, KTAR, Trend Training Network, ArcNet Training and Development and ERC Institute (Singapore).

Who Should Attend

Entrepreneurs who operate from home – agents, brokers, freelancers, homepreneurs, telemarketers, teleworkers, sole proprietors, single parents and home-base industrialists.

Investment

Investment of RM880.00 per participant includes:-

1. Conference materials and consumables;
2. Certificate of attendance;
3. Lunch and tea-breaks.

Terms and Conditions

1. Hassle-form-free registration can be made via email to both email addresses at myocho@streamyx.com and mytraininghouse@yahoo.com.
2. Closing date for registration is 31 March 2010.
3. Registration must be accompanied by full payment via crossed check to be made payable to "TRADEV RESEARCH CONSULTANTS". Payment instructions will be advised upon receiving of registration via email.
4. No cancellation will be entertained as the Organizer would have committed to the Trainer and venue provider.
5. However, any replacement must be made in writing to the Organizer at least one week before the program.
6. All monies paid shall be forfeited in the case of no-show. No certificate of attendance will be issued.

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