

Detailed Agenda*

To facilitate the Conference this year, we have selected *Actualizing Coaching Excellence* in five core tracks:

- Coaching
- Business
- Self-Actualization
- Education and Training
- NLP and Neuro-Semantics

Because in Neuro-Semantics we know that intentionality is the engine of progress and direction, we have planned for 6 Keynote Presentations supported by numerous sub-themes, each one designed to create an inspiration for all of us to step forward even more to reach for excellence.

Kuala Lumpur Malaysia

> 21 JUNE 23



Friday June 21

Keynote: L. Michael Hall

Actualizing Excellence in Self-Actualization



"Actualizing Excellence" is the central focus of Neuro-Semantics and at this Conference that's focusing on Coaching. It arises from the Meaning-Performance axes that created the Self-Actualization Quadrants and that identifies the pathway to self-actualization. In this keynote you will be inspired to step up to the self-actualizing drive within you to become your highest and best.

Presenter:

L. Michael Hall is the visionary leader who launched Neuro-Semantics with Bob Bodenhamer in 1996 and the modeler who has developed many of the Neuro-Semantic Models.

Alan Fayter — Presuppositional Language for Coaching Excellence



As coaches we seek to keep our language clean, to ask 'know-nothing' questions, and that the client has all the resources to solve their own problem or get where they want to be. However, in any kind of interaction with another person we cannot *not* communicate. The form of that cannot *not* communicate is hidden in presuppositions.

Language contains many distinctions some of which are present, some not, in any given communication. But presuppositions are present in *every* communication. So how do you coach to the paradox of letting the client do the change-work and yet knowing that it's unavoidable that you influence them? This workshop will reveal the prerequisites for and techniques of purposeful 'pacing and leading' which avoids projecting your reality onto the client while still leading them to their outcomes.

You will learn the necessary frames and an easy to apply systematic approach which you can apply to the systemic nature of coaching. Coming from these frames allows you to elegantly coach to your clients highest and best.

Presenter:

Alan runs his own coaching and training business in New Zealand. He is a certified Meta-Coach, IANLP Fellow Member Trainer and Neuro-Semantics Trainer. He is a member of the ISNS Global Leadership Team and is currently on the Master Trainer track.

Alan Fayter, 44 Randolph Street, Woolston, Christchurch, New Zealand

<u>alan@optimum-mind.co.nz</u> — <u>www.optimum-mind.co.nz</u>



Mustafa El-Masry — Visiting Bloom's Taxonomy

Bloom's taxonomy is classification of learning objectives within education proposed in 1956. It identifies three domains of educational activities: cognitive (mental skills), affective (growth in emotional areas) and psychomotor (manual or physical skills). Being incorporated into various learning models and theories, it caught the attention of educational psychologists, researchers and course designers who have revised and criticized it at various times. It remains one of the standard, more incorporated, learning objectives taxonomies.

As a contribution to the educational psychology and training development, this workshop proposes interpretation, development and criticism of Bloom's Taxonomy within the reference of Neuro-Semantics and Meta-States Models.

Presenter:

Mustafa is a Neuro-Semantic trainer, an entrepreneur and a computer scientist. He puts a lot of focus on theoretical and researching aspects of NLP and Neuro-Semantics. His current focus is on educational development and self actualization.

Mustafa Mohsen El-Masry, Applied NLP Academy, General Manager. 38 Ezzat Salamah Street, Nasry City, Cairo, Egypt. mustafa@anlpacademy.com

Scott Pochron — Actualizing Leadership



Do you consider yourself a leader? Would you like to discover the mindset that governs effective leading? Every day you encounter opportunities to exercise leadership. Whether you choose to engage or not may have a significant impact on your capability to self-actualize and see the changes you want to achieve in your life and in the world around you.

In this workshop we will examine the process of leadership as a fundamental state of mind. We will consider a new definition of leadership that will empower you to embrace leading as a critical state for actualizing your unique potential. You will discover the meta-programs that drive the state of leadership, and the consequences of not engaging in that state. Learn to actualize leadership in all areas of your life. Are you ready to unleash your leadership genius?

Presenter:

Scott Pochron is a NLP Master Practitioner and Meta-Coach specializing in leadership and developmental coaching. He holds a Masters in Organizational & Leadership Dynamics from Antioch University, USA.

Scott Pochron, 1985 King Ave, #187, Kings Mills, OH 45034 USA

<u>scottpochron@bridgecatalyst.com</u> — <u>www.developmentalnlp.com</u>



Lena Gray — Establishing a Coaching Culture within Organisations



If you are the CEO of your organisation, or a trusted consultant (trainer or coach) working, or planning to work with the powers that be within an organisation and you value growth, and solid and sustainable outcomes then this workshop is for you.

While coaching is taking the world by storm, it is still in its infancy regarding successfully implementing coaching. Coaching is not only as a tool but also a culture that can be woven throughout an

organisation at every level. This workshop will equip you with seven key foundational principles and a myriad of tips to combine with the coaching sciences and your passion for progress to form a coaching culture.

Presenter:

Lena Gray is an inspirational and passionate international corporate trainer, executive performance coach, and keynote presenter. She is the sole director of HOTmind Ltd – international leaders in hands on transformation training and coaching for individuals and organisations, and also co-Director of "Ignition" with Colin Cox. She is a Neuro-Semantic provisional Master Trainer, a Meta-Coach at PCMC level and a provisional Meta-Coach Trainer.

Mark Ashton — Self-Actualizing Psychology; The Way of Bruce Lee



"Self-Actualizing people have so much to teach us that sometimes they seem almost like a different breed of human beings." (Abraham Maslow). Beyond all the charisma, fame, and recognition, Bruce was a man of intense passion to grow, develop and actualize to his fullest potential.

What did he know, believe, understand and realize about human potential and in particular his own potential to succeed? What drove Bruce Lee to pursue, achieving and actualize his highest and best

potentials? How he was able to accomplish so much in such a short time? Who or what influenced Bruce during his lifetime? Was there a connection between Bruce Lee and the Human Potential Movement? Did Bruce live a self-actualized life?

What is the self-actualized life like? What are the characteristics of living a self-actualized life? Are there any signs that can point to a life that is actualizing? What are the prerequisites needed for the self-actualizing life-style? Can we actualize and how?

Presenter:

Mark Ashton is a certified NS/NLP Trainer and Meta-Coach. He is a founding member of the INS USA. He is a full certified Instructor in Bruce Lee's Art of JFJKD $^{\text{TM}}$ under his late father Herb Jackson (first generation student and personal friend of Bruce Lee and family). He is the developer of Meta-JKD $^{\text{©}}$

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Kgobati Magome & Gloria Mbokota — Coaching Cultural Transformation



The presentation will share learnings from implementing a blend of NS training, team Meta-Coaching and individual Meta-Coaching in an organization. It will highlight how these three components worked together to change the culture of the organization, and provided the basis for sustainable long-term transformation within the organization.



The presentation will begin with definitions and meanings of *culture* within the context of Neuro-Semantics and self-actualizing organizations, and highlight its importance in the success of organizations. It will use the shared mind-sets or cultures identified by Michael Hall in his book, *Unleashing Leadership— Self Actualizing Leaders and Companies* as a basis. Other thought leaders and references on organizational culture will be referenced.

Presenters:

Kgobati Magome is Executive Director at Community Innovations and Director at MindLib Leadership Solutions. She holds a Master's degree in Biological Sciences, and has several other qualifications focusing on Education Management. She is a Meta-Coach and a Neuro-Semantic Trainer.

Gloria Mbokota is Executive Director, in Tsimeni Consulting and Mindlib Leadership Solutions. She holds a Masters degree in Public & Development Management and is a Meta-Coach and Neuro-Semantic Trainer.

Kgobati Magome, Gloria Mbokota; Box 26376, Monument Park, 0105. South Africa kgobati@communityinnovations.co.za — www.communityinnovations.co.za



Keynote: Mandy Chai

Actualizing Excellence in Collaborative Abundance

"The sage never tries to store things up. The more he does for others, the more he has. The more he gives to others, the greater his abundance." Lao Tzu

The power of our thoughts and beliefs creates our reality. Abundance is the belief that there is enough time, money, love, respect, peace, and support. Scarcity is the belief that there is a lack. Often we focus on our scarcity, thinking that by acknowledging what we are lacking it will somehow change the reality.

The truth is, by focusing on what we already have—the abundance in our lives and work—we are really changing something, our perspective, and by changing that, we have acknowledged where our power truly exists.

The principles of ancient Chinese philosophy is the golden key to open the door of enhancing our experience of collaborative abundance. Taoist philosophy is geared to help us make the practical life changes that will enable us to enjoy new level of collaborative abundance in all areas of actualizing excellence.

Presenter:

Mandy Chai is a Neuro-Semantic trainer and Meta-Coach. She is part of ISNS Global Leadership Team and is the Director of Asia Professional Institute in Hong Kong that regularly sponsors Meta-Coaching and NSTT. www.apti.com.hk



Saturday June 22

Keynote: Lene Fjellheim

Actualizing Excellence in Coaching Business

The vision—to lead and to inspire!

Wanting to build your own business, but not daring to do that? Or perhaps you do not know what it takes?

A great many companies don't survive the first 2 years, and why is that? The business creator does not find the flow between doing what is really meaningful to him or her and getting things done to success criteria.

Presenter:

Lene Fjellheim has, over the last 10 years, established the largest coaching school in Norway as well as a successful consultant company for leadership development and executive coaching. She is a Meta-Coach with PCMC credentials. www.coachakademiet.no - www.coachteam.no

Joseph Scott & Jay Hedley — The NLP Communication Model in Coaching



There are overloads of coaching models around the world, some extravagant, others pragmatic, linear and systemic, however, seemingly overlooked, as a core capacity of a coach is to effectively utilize the NLP Communications Model for coaching.



Come experience how this basic model informs us as coaches to be able to ask effective questions, understand where, what and how your client is limiting him or herself and how to identify the key leverage points for change.

Presenters:

Joseph Scott and Jay Hedley, co-manage <u>The Coaching Room</u>, one of Australia's fastest growing NS/ NLP training companies.



Mohamed Marzuki — The School for Actualizing Human Potential

The greatest leverage for actualizing human potential is when they are young because all babies are born geniuses. Yet the erosive effects of their upbringing and education de-geniuses the child.

"What usually happens in the educational process is that the faculties are dulled, overloaded, stuffed, and paralyzed, so that by the time most people are mature they have lost many of their innate capacities." (Dr. Richard Buckminster Fuller)

Is the school you are sending your child to impeding or supporting human development? Would you like to send your child to a school that nurtures the intelligences and potentials? What are the characteristics of this school and how does it operate that unleashes the full potential of the child?

What are the presenting symptoms and causes to the school and education system? What are clear outcomes and effects that we wish our children to enjoy being relevant to society? How are we using NLP, as a resource, to achieve these outcomes? Is it sufficient to just use the tools of NLP in teaching in schools or is it time to de-frame the school and education system to achieve a more holistic solution?

Presenter:

Mohd. Marzuki bin Mohamed, 41-3 Jalan PJU 5/11, Kota Damansara, 47810 Petaling Jaya,

Colin Cox — Using the Power of Music in Training and Presentation

Throughout the centuries and across cultures music has been used to ignite a revolution, intimidate the opposition, stir up emotions before battle and bring peace to a nation. The precise use of music when making an impactful presentation or to facilitate change as part of a coaching session will be discussed, with proven practical applications presented.

You will learn about music how it affects brain from the fields of neuro -science, developmental psychology and accelerated learning. The use of music as a powerful tool of influence and persuasion, used to successfully facilitate state change, creativity, problem solving and inspiration will be covered in this highly interactive and experiential workshop.

Presenter:

Colin Cox is Neuro-Semantics' first Master Trainer and has co-presented with Dr. Michael Hall at NS Trainers trainings since 2004. He is an inspirational international trainer and keynote presenter who will both challenge and inspire you. Colin is the Director of Ignition Training and Coaching Solutions and lives in New Zealand with his life partner Lena Gray.



Cheryl Lucas – Systemic Coaching; Coaching the Whole Person



"People aren't difficult, their systems are" (Watzlawick, Weakland, & Fisch). Most coaching today operates as a linear approach that sees individuals and organizations in terms of isolated parts or facets as it is simply easier to deal with a single factor of a system than work with the whole system.

True coaching is systemic by nature and design and to be sustainable requires working with the whole person, the mind-body-emotion system. Integrating systems thinking as a coach enriches the ability

to think critically about processes and structures. Systemic coaching is how to move skills to the next level of effectiveness.

Presenter:

Cheryl Lucas is a Neuro-Semantic coach, a Meta-Coach with PCMC credentials and is a Meta-Coach Trainer. She is part of the ISNS Global Leadership Team.

Susie Linder-Pelz — Benchmarking Meta-Coaching Skills; A Study of Experiences and Outcomes



One of the applications of NLP modeling is as a type of benchmarking (Dilts 1998) and L. Michael Hall (2011) has used benchmarking in the development and training of Meta-Coaches in since 2003.

Dr Susie Linder-Pelz carried out an independent and systematic qualitative study addressing two questions. 1) Is there support for Hall's hypothesis that "the more often we see the behaviours of

competencies in a coach, the more likely a client will evaluate the coaching to be successful in facilitating the goals of coaching"? 2) How do coaches and trainers experience the benchmarking of their own and others' skills?

Susie will explain her choice of research method, the steps she took in data collection and analysis, and her findings. She will then show how these findings provide vital feedback to the Meta-Coaching Leadership Team, Trainers and Assist Team members and why this sort of study is essential for the credibility of all applications of Neuro-Semantics

Presenter:

Susie has worked in academia and business. With a Ph.D. in Sociomedical Sciences from Columbia University she was a behavioral science researcher before developing a successful NLP-based career coaching practice. She has authored 22 articles in peer-reviewed journals, 19 reports of commissioned research and five books including *NLP Coaching: An Evidence Based Approach* (Kogan Page, 2010). Susie is now an independent researcher.

Susie Linder-Pelz, *Good Decisions*; P.O. Box 287, Edgecliff, Australia. Susie@gooddecisions.com.au - www.gooddecisions.com.au



John Hunter Murray — Using Your Voice to the Best Advantage



This workshop will be an interactive exercise-based explanation of how we can use our voice in different ways to enhance our vocal presentations and the semantic significance of what we are say. It will explore, through active engagement, the variety of tones that we can produce from focusing our voice delivery attention in different 'zones' of vocal mechanism. It will explore how to vary tonal shades from lightness to convey mere information to 'heavier', deeper, emotional

tones that convey semantic significance. It will also highlight belief frames and states required for the confident and compelling vocal delivery.

There will be excises in how to speak from three major areas of our body to match the semantic weight we want to stress, and a mental process through which to access our emotional pool and flow feeling into our words. There is a correlation between preferred representation systems and voice production.

Presenter:

John Hunter-Murray, TAM NLP Academy; 26, 10th Cross, 1st Stage, HBR Layout, Kalyan Nagar, Bangalore, India 560043. john@identitycompass.com

Keynote: Omar Salom

Actualizing Excellence in Leadership Development



The focus— bringing a better understanding on how the culture of an organization is closely related to the self-actualization of its executives.

For more than a decade, I have daily been working very closely with dozens of executives. Based on that experience I have been developing a psychology based on observation working on executive

development programs of high potentials, CEOs, and presidents of companies that are striving to do better and to enhance the capability of its executives and teams.

All these from the evidence-based approach of the Neuro-Semantics model and its model of coaching, Meta-Coaching.

Presenter:

Omar Salom is a Neuro-Semantics Mentor-Coach practitioner. He is developing an approach that goes beyond coaching and that integrates the coaching practice into a higher frame of consulting based on the best practices and research that exists in the field of executive and adult development. Omar has been mentored by Dr. Hall for more than one decade.

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Sunday June 23

Keynote: Hj Mohamed Taib Mat

Actualizing Excellence in Education



What does the education community (parents, educators, students) want most? Is it not striving for excellence in every area of their undertaking and responsibility?

The parents want their children to have the best education. The teachers want to deliver their lessons excellently. The children want excellent results in their studies.

This keynote will focus on the interactions of factors in enhancing the quality teaching and learning. It will effectively enable the students to study better through improved teaching. Teachers will improve better rapport and communicate effectively while the students are in most resourceful learning states.

Presenter:

Taib is an NLP-NS Trainer and Meta-Coach. He is also a LAB Profile Master Trainer specializing in NLP training, leadership and communication. He holds an MBA (IBEAR) in Strategic Planning from University of Southern California, Los Angeles, USA.

Hj Md Mat, MTM Consultants Sdn Bhd, No2, Pusat Dagangan UMNO Shah Alam. Persiaran Damai, 40000 Shah Alam. Selangor. Malaysia. www.mtm.akademinlp.com

Cheryl Lucas—Supervision and the Meta -Coach System



Supervision addresses what the best practices are in coaching and the quality management of coaches. It focuses on the coaches' development, and on any ethical dilemmas and other complexities that might arise during the coaching process.

Coaches on *Coaching Mastery* learn the skills and the theory of Meta-Coaching. The next developmental step is for them to integrate their skills and bring them together systemically and in the process develop their unique style.

Supervision is about the being and doing aspects of coaching.

Presenter:

Cheryl Lucas is a Neuro-Semantic coach, a Meta-Coach with PCMC credentials and is a Meta-Coach Trainer. She is part of the ISNS Global Leadership Team.



Shane Stewart and John Sands — Axes of Change and Organizational Development



This workshop will both present *The Axes of Change Model* as a governing thought, a meta-model for guiding an organization through a transformation process and an application of the model.

Recently John and Shane used the Axes of Change Model as their framework to guide and co-ordinate their thinking



around a significant transformation at SA Power Networks–South Australia's power distribution provider. This transformation occurred during a period of significant growth for SA Power Networks.

This workshop will be particularly useful for participants familiar with *the Axes of Change Model* and those who are interested in learning about its application in an organizational context rather a personal change context. Suggestions will be given regarding its practical application as a map for guiding your thinking and acting in organizational change projects.

Presenters

John Sands is Head Of Organizational Development at SA Power Networks. He is a Meta-Coach and a Neuro-Semantic NLP Master Practitioner and has lead a number of major leadership and cultural transformations as an executive and consultant.

www.sapowernetworks.com.au

Shane Stewart is the Managing Partner at Bay Consulting and has worked with over 300 companies in many parts of the world to help them grow. He is a Meta Coach and Neuro-Semantic Trainer.

www.bayconsulting.com.au

Anthony Pinto – The Meta Model; Actualizing the Magic of Language



The Meta-Model describes the surface words that we utter and the deeper level meanings they refer to. These linguistic distinctions enable us to question language structures that are not well-formed to elicit more well-formed expressions.

This gives a speaker the opportunity to create more resourceful mental maps in using language to get along with others, engage in business, solve problems, express creativity, and a thousand other

activities. The Meta-Model questions gives specific questions for exploring experiences. The model enables us to gather high quality information, hone in on the limits of a person's mental map, and identify precisely where and how a person has created limitations.

Presenter

Anthony Pinto is the Principal Trainer and Managing Director of The Living Dynamics Circle Sdn Bhd. Anthony is a certified Neuro-Semantic and NLP Trainer, Meta-Coach and certified NLP Master Practitioner.



Susie Linder-Pelz & Scott Pochron — Research in Neuro-Semantics



The field of Neuro-Semantics today needs people who are willing to engage in research to collect data to validate and refine the models we use. Do you (or would you like to) consider yourself a researcher?



Academic research may seem daunting, yet each of us engages in research on an ongoing basis. Research typically involves articulating a research question then going through a systematic process of collecting data and making sense of it in a way that it can be applied in new ways.

In this workshop we will explore practices for collecting data and methods for evaluating that data as evidence to answer a research question and support (or not) a hypothesis.

The workshop will include a forum discussion with participants to explore specific examples of how research may be conducted in discrete and manageable short-term projects. You may wish to submit in advance a research question or project of your own that we can use as an example.

Presenters:

Susie has worked in academia and business. With a Ph.D. in Sociomedical Sciences from Columbia University she was a behavioral science researcher before developing a successful NLP-based career coaching practice. She has authored 22 articles in peer-reviewed journals, 19 reports of commissioned research and five books including *NLP Coaching: An Evidence Based Approach* (Kogan Page, 2010). Susie is now an independent researcher.

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Scott Pochron is a NLP Master Practitioner and Meta-Coach specializing in leadership and developmental coaching. He holds a Masters in Organizational & Leadership Dynamics from Antioch University, USA.

Scott Pochron, 1985 King Ave, #187, Kings Mills, OH 45034 USA scottpochron@bridgecatalyst.com — www.developmentalnlp.com



Tim Goodenough — Raising Talent; Fast Tracking Potential



In this workshop Tim will share what he and Mike Cooper discovered as the most effective ways to fast-track the development of performance. These results emerged after fine-tuning the processes, tools and techniques developed and adapted from their commitment to answer a single question: What are the key dynamics, challenges

and solutions for developing talent for children and for any age?

Through working with a wide variety of individuals and teams their thinking became sharper and their principles better defined, and consequently the Raising Talent system emerged. The book explains the Why, What, When and How of fast-tracking talent development and how it may apply in your home or business. The how includes a quality self-coaching system that is linked to a solid foundation of high performance theory for fast-tracking development. This unique system of accelerating performance means that the hard working individual now has access to many of the mental coaching techniques and benefits that normally only a 1-1 session with a highly skilled professional would be able to provide. The workshop will be an overview of some of the key principles of the Raising Talent system and will include practical steps to implement today to accelerate talent development.

Presenter:

Tim Goodenough is part of the ISNS Global Leadership Team and a Meta-Coach with PCMC credentials as well as a Neuro-Semantic Trainer. He is the best selling co-author with Mike Cooper of "In The Zone" and Raising Talent is his third book. Tim works with elite athletes and teams around the world.

Tim@coachingunity.co.za — www.raisingtalentthebook.com

Taryn Sydow and Michele Wickham — Consulting for the MCC (Manager Coach Certification)



People-centric organizations realize that developing coaching skills in their leaders and creating a coaching capability internally, will differentiate them from their competitors and provide a valuable talent management tool. The Manager Coach Certification program provides an opportunity for Meta-Coaching and Neuro-Semantics to make a profound contribution to an area that can influence thousands of people on a personal and



professional level - corporate life.

Presenters:

Taryn and Michele are Meta-Coaches and Neuro-Semantic Modular Trainers and are the authors of *Put the Pebbles in First: Six Steps to Achieving Balance and Energy*. Taryn has a B Comm in Accounting and Business Management and draws on more than 17 years in business and leadership. Michele is an industrial psychologist with more than 16 years experience in human resources, leadership, cultural change, and change management.

taryn@optimalcoaching.co.za michele@optimalcoaching.co.za — www.optimalpeople.sa.com



Keynote: Colin Cox

Actualizing Excellence in Motivation;

Motivation Theory - What they didn't want you to know.

Motivation theory has relied heavily on the carrot and stick model of the 1950's and extends back in history as far as the 1800's. Much research has been undertaken since then, yet the old model of pleasure and pain still continues to rule in the workplace, training and education.

There is a silent revolution taking place in the domain of motivation theory as research continues to recognise what it is that actually motivates us to achieve more as individuals and businesses move towards

realising their potential.

This new model of motivation is successfully being applied to education, business, sales, coaching and learning and development with exceptional results. The move away from the carrot and stick model brings with it challenges to successfully integrate it effectively.

This presentation will cover the historical origins of motivation theory and cover the key researchers from Yerkes, Maslow, Skinner and Seligman. It will extend to the research from behavioural economists, developmental psychology and Neuro-Semantics. You'll leave this keynote presentation with proven techniques, challenged to reconfigure your understanding of motivation to further add to you existing strategies on successfully motivating yourself and others.

Presenter:

Colin Cox is Neuro-Semantics' first Master Trainer and has co-presented with Dr. Michael Hall at NS Trainers trainings since 2004. He is an inspirational international trainer and keynote presenter who will both challenge and inspire you. Colin is the Director of Ignition Training and Coaching Solutions and lives in New Zealand with his life partner Lena Gray.

Venue & Accommodation

Grand BlueWave Shah Alam

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E-mail: info@bluewavehotels.com

Website: http://www.bluewavehotels.com



Ask for the special rate for Neuro-Semantics (USD 90 inclusive of 16% tax) for single/twin sharing newly refurbished deluxe room incl. buffet breakfast and high-speed internet.



NS Conference Concessions Early Bird Discount (Available until end February 2013) Licensed NS Trainers; Licensed Meta-Coaches Daily rate (if coming just for day 1 or day 2 or day 3)	□ USD 295.00 per person
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Company Invoice Required $Y \square N \square$	
If Yes, Company Name	
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registration fee I paid, less an administration fee of 20%.

In either of the cases above, the substitution of another person will be accepted.

Hj Md Taib Mat, MTM Consultants Sdn Bhd. Fax: 03-55134461 or email mtm@akademinlp.com

In the event that I cancel my participation within 30 days of the commencement of the event, there will be no refund.