

檔案編號: CIR/068/07

2007年10月12日

致 : 全體優質旅遊服務協會會員
發件人 : 行政經理邱雲英
頁數 : 2頁 (包括此頁)

「情緒解碼 – 前線人員 EQ 管理之道」研討會 “EQ at Shop Front for Quality Service” Seminar

2007年11月20日(星期二) 9:30am - 12:30pm
九龍塘達之路 78 號香港生產力大樓 4 樓展示廳

現今顧客的要求不斷轉變和提高，前線員工要時刻保持最佳狀態並提供優質顧客服務，具備高度的情緒智商(EQ)是當中不可或缺的重要特質。前線員工是公司整體形象的關鍵，透過強化員工的情緒智商，不單讓員工建立積極的服務心態，更可增強員工的溝通技巧，使服務更為專業。

為協助前線人員及主管人員充分發展自己的情緒智商，掌握處理負面情緒的竅門，從而有效地發揮正面情緒的效益，優質旅遊服務協會誠邀各商戶的前線及主管人員參與由思能智培訓中心資深專業培訓顧問卡偉東先生主講的「情緒解碼 – 前線人員 EQ 管理之道」研討會。是次研討會將於 2007 年 11 月 20 日(星期二)假九龍塘達之路 78 號香港生產力大樓 4 樓展示廳舉行。

本研討會特別為希望提升自我情緒管理能力及人際關係的前線人員及主管人員而設。讓參加者瞭解情緒智商在顧客服務中的價值，透過溝通技巧與情緒智商的運用，掌握處理顧客情緒和面對各種處境時的適當反應，並能更有效地面對工作上的挑戰。

每名 QTSA 會員商戶均可以享有 **1 位免費名額** (額外報名者每位港幣\$200)，而非 QTSA 會員每位只需港幣\$400。「情緒解碼 – 前線人員 EQ 管理之道」研討會是特別為業界提升服務質素而設的培訓課程，歡迎業界人士踴躍參與! 現隨函附上研討會資料，**請於 2007 年 11 月 6 日 (星期二) 或之前登入 www.qtsa.com 作網上報名或填妥附頁表格傳真至本會(2807 6360)**。座位有限，先到先得，額滿即止*。如有任何查詢，請致電 2807 6554。

優質旅遊服務協會行政經理



邱雲英 謹啓

*附註:

- i. 鑑於座位有限，本會未能確保所有遞交報名表格的會員均能參與是次活動。本會保留最終決定權。
- ii. 請於 **11 月 6 日或以前**報名。座位有限，以先到先得形式處理。
- iii. 成功報名: 聯絡人將會收到本會之**傳真**確認通知。

如 閣下不欲收到優質旅遊服務協會所發出的資料，請致電 2807 6280或以傳真方式(傳真號碼: 2807 6360) 與我們聯絡，以便本會日後停止傳送資料給 閣下。

If you do not wish to receive such messages from the Quality Tourism Services Association, please call us on telephone 2807 6280 or fax 2807 6360 so that we can stop sending you our messages in future.

優質旅遊服務協會

「情緒解碼 – 前線人員 EQ 管理之道」研討會 “EQ at Shop Front for Quality Service” Seminar

日期:	2007 年 11 月 20 日(星期二)
時間:	上午 9:30 – 下午 12:30 (登記時間: 上午 9:15)
地點:	九龍塘達之路 78 號香港生產力大樓 4 樓展示廳
講者:	思能智培訓中心資深培訓及策略顧問卞偉東先生
語言:	廣東話

研討會概覽:

- 情緒智商(EQ)在優質服務中的價值
- 提升 EQ 秘訣
- 顧客服務中的 EQ 守則
- 如何緩和顧客的憤怒及負面情緒的指引
- 如何處理刁難顧客的情緒及行爲 (講什麼和怎麼講)

報名表格 (傳真至 2807-6360)

截止報名日期: 2007 年 11 月 6 日(星期二)

(請以英文填寫方便登記)

公司名稱: _____

聯絡人姓名: _____ 先生/女士 職銜: _____

電話號碼: _____ 傳真號碼*: _____

*必須填寫以便發出傳真確認通知。

	費用 (每位)	預留座位數目	總額 (HK\$)
QTSA 會員	首位免費 (額外報名者每位 \$200)		
非 QTSA 會員	\$400		

參加者資料: (4 位以上歡迎另紙書寫)

1). 參加者: 職銜:	2). 參加者: 職銜:
3). 參加者: 職銜:	4). 參加者: 職銜:

Our Ref: CIR/068/07
12 October 2007

BY FAX

To : All QTSA members
From : Cathy Yau, Executive Manager
Total Pages : 2 pages (including this page)

“EQ at Shop Front for Quality Service” Seminar

20 Nov 2007 (Tue) 9:30am-12:30pm
Exhibition Hall, 4/F., HKPC Building, Kowloon Tong

Facing the rapidly-changing and evolving customer expectations, frontline representatives possess high Emotional Quotient (EQ) is identified as an essential attribute to ensure the delivery of service excellence at all times. Frontline representative plays a vital role in building company's image, develop staff's EQ enables them to establish a positive service mindset and to further develop their communication skills and ultimately enhancing their professionalism.

With an aim to enable frontline staff and supervisors to fully develop their EQ as well as equip them with effective strategies for mastering negative emotions, QTSA is pleased to invite your frontline representatives and supervisors to join our coming seminar on **“EQ at Shop Front for Quality Service”**, presented by Mr Danny Pin, Director of Synergy Training Centre Ltd, on 20 November 2007 (Tuesday) at Exhibition Hall, 4/F., HKPC Building, Kowloon Tong.

The seminar is designed for frontline representative and supervisors who attempt to improve their skills at managing emotions and interpersonal relationships. By the end of the seminar, participants will achieve to understand the values of EQ in customer service and how to develop and apply EQ at shop front, which will further enhance their skills in responding appropriately to the emotions and behaviour of customers or difficult situations. The ultimate goal is to boost high EQ service attitude and mindset at the shop front and maximising the team's effectiveness.

Each QTSA member can enjoy **1 FREE seat** to join this seminar (each additional seat costs \$200) and fee for non-QTSA members is \$400 only. For registration, please visit our website www.qtsa.com for online registration or fax back the enclosed completed form **by 6 November 2007 (Tuesday) to 2807 6360**. Seats are limited and available on a first-come-first-served basis*. For enquiry, please call 2807 6554.

Yours sincerely



Cathy Yau
Executive Manager

***Remarks:**

- Due to limited seats available, QTSA does not guarantee all enrolled members can participate in the seminar. QTSA reserves full right in registration arrangement.*
- All registrations will only be processed on a first-come-first-served basis received on or before 6 November 2007.*
- Successful Registration: A confirmation letter for entrance will be faxed to your contact person.*

If you do not wish to receive such messages from the Quality Tourism Services Association, please call us on telephone 2807 6280 or fax 2807 6360 so that we can stop sending you our messages in future.

Quality Tourism Services Association

“EQ at Shop Front for Quality Service” Seminar

Date	20 November 2007 (Tuesday)
Time	9:30 AM – 12:30 PM (Registration starts at 9:15 AM)
Venue	Exhibition Hall, 4/F, Hong Kong Productivity Council Building, 78 Tat Chee Ave., Kowloon Tong
Speaker	Mr Danny Pin, Director of Synergy Training Centre
Language	Cantonese

Content Highlights:

- Importance of EQ in Quality Service
- Nurturing EQ at the Shop Front
- Shop Front EQ principles
- Guidelines for defusing customer anger or negative emotions
- How to respond appropriately to the emotions and behaviour of difficult customers (what to say and how to say)

ENROLLMENT FORM (Fax to 2807-6360)

Deadline: 6 November 2007 (Tuesday)

Company Name: _____

Name of Contact Person: Mr/Ms _____ Position: _____

Tel. No : _____ Fax No*: _____

** Fax number must be provided for written confirmation.*

	Fee (Per Head)	No. of Participants	Total Amount (HK\$)
QTSA Member	1 free seat (each additional seat costs \$200)		
Non-QTSA Member	\$400		

Participants' Details *(Please submit the details in separate sheet should more than 4 paid seats are required.)*

1). Name: Job Title:	2). Name: Job Title:
3). Name: Job Title:	4). Name: Job Title: