



Communicating Effectively: Play by the Brain Rules

Programme Code:S090325

Speaker	Dr. Sidney Sze, CEO, Midland Dr. Sze is the Founder President of the Society of Registered Financial Planners & the Founder Chairman of the Independent Financial Advisors Association Limited. He was a member of the CPD Committee of the Institute. His latest books include: 全方位親子理財手冊, 前藝·錢藝 為投資者把脈, 擦亮投資眼, 走出創富的迷思, 財務策劃師專業考試Q&A and Q&A for Financial Planning Professional Examinations 2008.
Date	Wednesday, 25 March 2009
Time	6:30 p.m. - 8:00 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student HK\$180 for online enrolment HK\$330 for Non-member
Language	Cantonese
Format	Seminar
Subject / Level	Management and Leadership Skills/General
Target Audience	CPAs interested in upgrading their communication skills by understanding how brains really work.
CPD credit	1.5 hours

About the programme

Most of us have no idea what's really going on inside our heads. Yet brain scientists have uncovered details every accountant should know – such as the brain's need for physical activity to work as its best.

How do we learn? What exactly do sleep and stress do to our brains? Why is multi-tasking a myth? Why is it so easy to forget – and so important to repeat new knowledge? Is it true that men and women have different brains?

In the end of the seminar, you'll understand how your brain really works – and how to get the most out of it in communication.