



*'Designed for every stakeholder in the trade of knowledge transfer in support of life-long learning'*

## Introduction

**Professionals Asia** is an online '*Continuing-Education & Training*' platform, designed as a listing portal **to connect** Education Providers to the Corporate Market.

This website offers Corporate HR and L&D Specialist a *one-stop* marketplace, to search for Executive and Professional training programs, study the course contents, and connect with you directly.

[www.professionals.asia](http://www.professionals.asia)



## Vision

To be the preferred online 'Continuing-Education & Training' platform in Malaysia and the largest Professional Community in Asia.

## Mission

To connect the industry with education providers through an efficient online marketplace that offers custom learning solution.

## Our Corporate Statement

**Professionals Asia is not a training provider.**

Instead, we are an integrated 'localised' online Executive Education eco-system that lists all programs meant for working adults in the corporate industry.

## Bridging the Gap Between Education & Industry

Education Providers using Professionals Asia's can foster **Industry-Academia Linkages** leading to increased visibility that spurs a stronger **brand presence** for its **Continuing Education Arm** as well as its *Programs & Experts*.

## Why list with Professionals Asia?

The landscape of digital marketing is always shifting, hence having an added digital marketing strategy can greatly enhance and position your Centre and Programs' visibility.

Our value proposition is simple, we advocate that Education Providers continue focusing on developing & delivering programs, while allowing Professionals Asia to manage the technicalities of digital marketing efforts.

As such, here's why you should consider listing your Programs with us:

## Why list with Professionals Asia?

Simplify, outsource and automate your digital marketing efforts

As a subscriber with Professionals Asia, you don't need to worry about setting up an account with credit/debit card on social media platforms to run ads. We **simplify your marketing efforts** by utilizing your subscription fee to create and run online ad campaigns whenever you have a new program or intake date decided.

We **design e-posters** and publish them on all our social platforms and related groups to create visibility, allowing interested browsers to be directed straight to the program landing page on Professionals Asia where all program details is displayed in one page with the convenience of making an inquiry on the spot.

View past e-posters here: [!\[\]\(9dfdaff1d86ba3c1f8353b4d1b61b8c5\_img.jpg\) LinkedIn](#) [!\[\]\(bcef2083a617d3f771f1bcdf2f97158d\_img.jpg\) Facebook](#) [!\[\]\(2c64db98cee6d30f87a54305b47fe92d\_img.jpg\) Instagram](#) [!\[\]\(983d60898330cfb9aed2717ca7dcd4a1\_img.jpg\) Twitter](#)

## Why list with Professionals Asia?

### Brand your Centre & Corporate Programs

Having your programs listed on your own website is important, but they might not receive sufficient exposure due to the website's navigation structure, especially if they are buried deep within multiple layers away from the main page.

Listing with Professionals Asia, we feature the Centre on our main page, under '*Approved & Recognized Institutions*' carousel, thereby increasing the visibility to potential learners or corporate clients to browse and make an inquiry.

### APPROVED & RECOGNIZED INSTITUTIONS

Earn an Accredited Qualification from Malaysia's Education Institutions.



[Explore More](#)

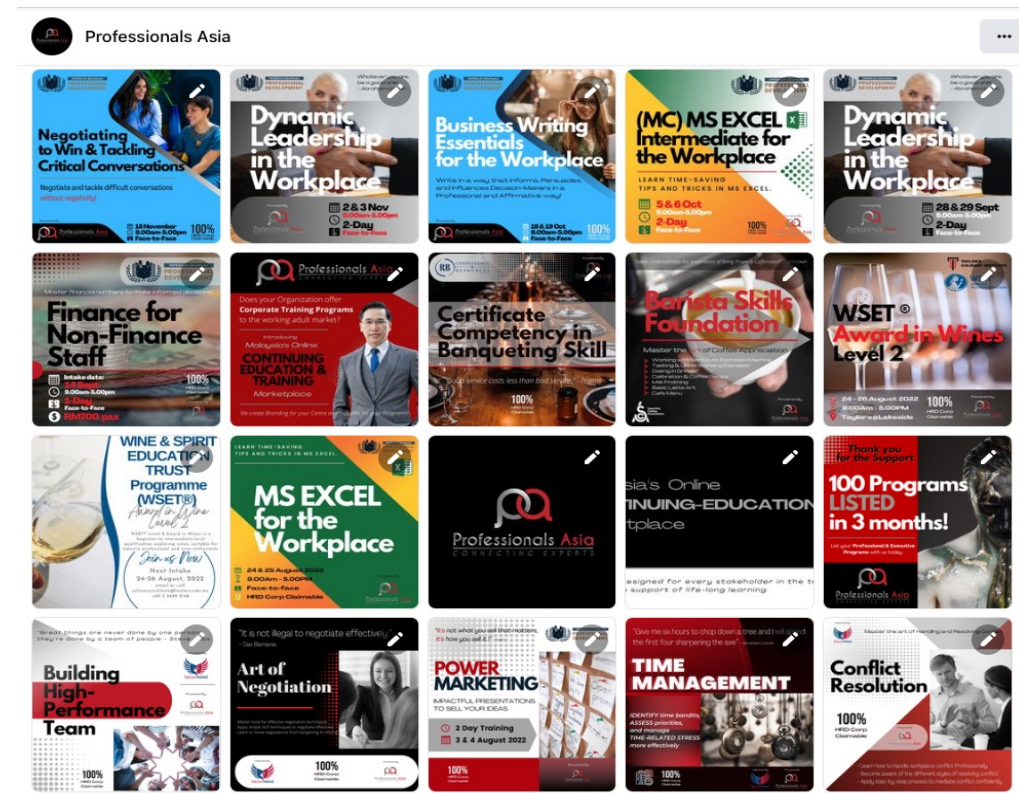


# Our Design and Creative Process

**Poster creation** – Professionals Asia help create e-posters with creative captions that is in accordant to social media requirements. Our design process is to create an e-poster with unlimited revision and working within the organizations set branding guidelines.

Depending whether it's a public program or in-house program, we will then run a Post or Ad campaign which is published on all our social pages and related groups on social media.

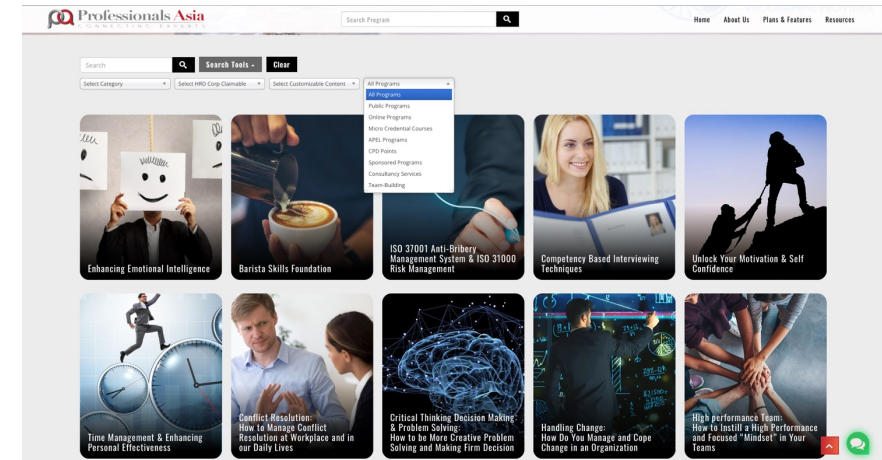
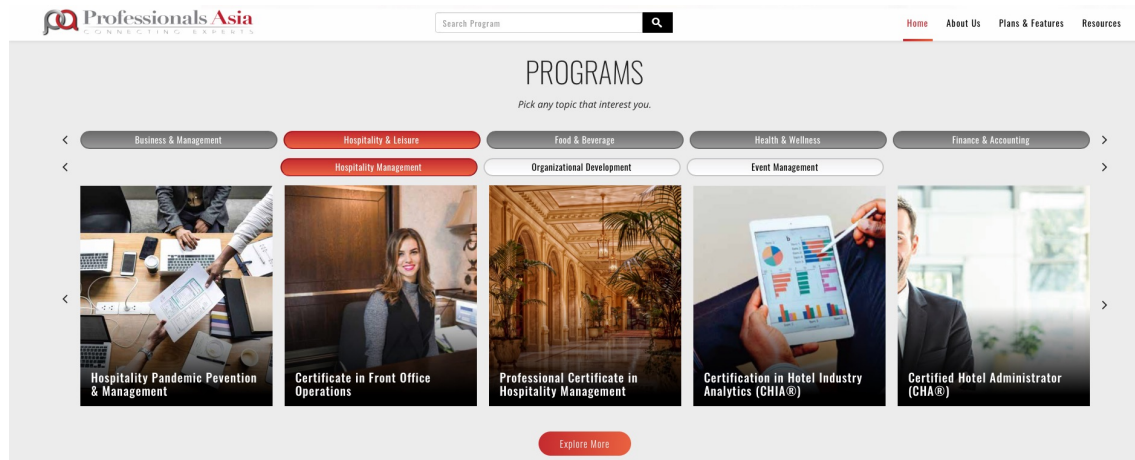
An **annual report** summarizing the performance of each post impressions, audience target, ad/link clicks and leads generated (RFP or RFQ) will be presented for review.



# WEBSITE TOOLS & FEATURES

## Smart Filters (Localised Search Tool)

**Professionals Asia** incorporates **smart sorting** functions that allow inquirers to seamlessly search for programs categorically and, based on the programs status such as HRD Corp Claimable Programs, In-House Programs, Micro-Credential and Credit Bearing Courses, APEL, and Post Graduate Masters, PhD & DBA Programs.



# WEBSITE TOOLS & FEATURES

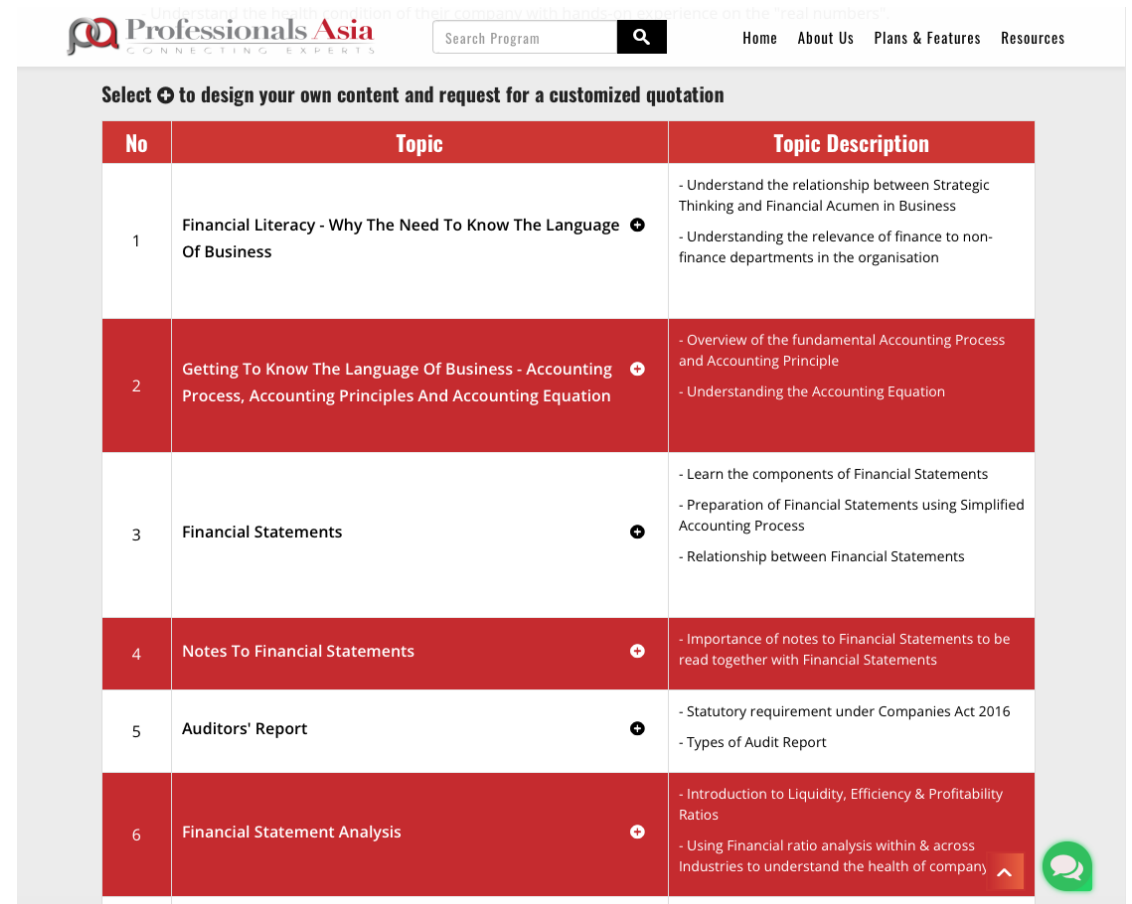
## Automate Customization of Programs

Customizing an in-house program proposal is a time-consuming process between the inquirer (corporate industry), admin staff (sales & marketing), and the expert (trainer/academics).

**Professionals Asia** allows the Corporate L&D Specialist to **design their own content** by choosing topics offered in a program. Enabling *customized* content creation based on the desired learning outcomes.

By automating this process, the education provider will receive enquiries with the **exact module/topic** for the preparation of a proposal or quotation, which results in time-saving.

This function can be disabled.



The screenshot displays the Professionals Asia website interface. At the top, there is a navigation bar with the logo, a search bar, and links for Home, About Us, Plans & Features, and Resources. Below the navigation bar, a heading reads "Select to design your own content and request for a customized quotation". A table with three columns (No, Topic, Topic Description) lists six topics related to financial literacy and accounting. Each row includes a plus sign icon in the Topic column, indicating that the content can be customized. A chat icon is visible in the bottom right corner.

No	Topic	Topic Description
1	Financial Literacy - Why The Need To Know The Language Of Business	<ul style="list-style-type: none"><li>- Understand the relationship between Strategic Thinking and Financial Acumen in Business</li><li>- Understanding the relevance of finance to non-finance departments in the organisation</li></ul>
2	Getting To Know The Language Of Business - Accounting Process, Accounting Principles And Accounting Equation	<ul style="list-style-type: none"><li>- Overview of the fundamental Accounting Process and Accounting Principle</li><li>- Understanding the Accounting Equation</li></ul>
3	Financial Statements	<ul style="list-style-type: none"><li>- Learn the components of Financial Statements</li><li>- Preparation of Financial Statements using Simplified Accounting Process</li><li>- Relationship between Financial Statements</li></ul>
4	Notes To Financial Statements	<ul style="list-style-type: none"><li>- Importance of notes to Financial Statements to be read together with Financial Statements</li></ul>
5	Auditors' Report	<ul style="list-style-type: none"><li>- Statutory requirement under Companies Act 2016</li><li>- Types of Audit Report</li></ul>
6	Financial Statement Analysis	<ul style="list-style-type: none"><li>- Introduction to Liquidity, Efficiency &amp; Profitability Ratios</li><li>- Using Financial ratio analysis within &amp; across Industries to understand the health of company</li></ul>

## WEBSITE TOOLS & FEATURES

### Generate Leads Directly in your Inbox

HR and L&D specialists in the corporate industry often require three (3) quotations to recommend an external program for their organization.

**Professionals Asia** help expedite this process by offering 'Request for Proposal / Quotation' function allowing them to make a request which will be sent **directly to the organization's designated inbox**.

### Request for Proposal

Full Name:

Email address:

Contact Number

Program

Comment:

### Request for Quotation

Full Name:

Designation:

Company

Email address:

Contact Number

Program

Topic

Comment:



Trust **Professionals Asia** as an *added channel* to market your *Executive & Professional Programs* and cast a wider net in connecting with more corporate entities, while generating *new leads*!

Make an inquiry from our '[Plans & Features](#)' to view our rates

**Thank You**