

Programme

Storyselling for Impact : Crafting Compelling Narratives for Client Pitches and Presentations

12 August 2025

9:00 am – 5:15 pm

Bangunan AICB, Kuala Lumpur

ABOUT THE PROGRAMME

In today's competitive financial landscape, capital market professionals must do more than present facts, they must persuade, influence, and connect. Whether pitching to clients, presenting investment ideas, or explaining complex financial products, the ability to craft a compelling story is a critical differentiator. This programme, combining expert insights, real-world examples, and practical tools, is specifically tailored for industry professionals seeking to elevate how their teams communicate, persuade, and pitch to clients, equipping participants with a critical edge in stakeholder communications and client engagement.

Participants will learn to structure persuasive narratives and translate data into engaging, client-focused stories using clarity, empathy, and precision. A guest speaker will share high-impact strategies from the field, including how storytelling helped close high-value media deals, what clients truly respond to, and how to pitch with conviction. The programme will also cover tools for delivering stories with impact through tone, presence, cadence, and visual storytelling. Interactive sessions and mock presentations will offer participants the opportunity to apply their learning in a practical setting. Attendees will leave better equipped to engage clients, influence decisions, and present with confidence and clarity.

LEVEL

Intermediate

LEARNING OUTCOMES

- Analyse the strategic use of storytelling in client engagement;
- Apply narrative frameworks to structure persuasive and client-relevant communications;
- Translate financial insights or data into compelling stories;
- Demonstrate impactful presentations using tone, structure, and presence; and
- Apply practical storytelling skills through mock delivery and feedback

FEE

MIBA Member : **RM1,800.00** per participant

Non-MIBA Member : **RM2,000.00** per participant

**10% discount applies for group registration of 5 or more from the same organisation*

WHO SHOULD ATTEND

- Corporate Finance, Debt & Islamic Capital Market Professionals
- Investment Bankers, Stockbrokers, Remisiers, Dealers, Treasurers, Corporate Bankers, Asset Managers, Analysts, Wealth Advisors
- Individuals interested in storytelling and narratives to clients.

TRAINER

Ms Eliza Mohamed

Executive Director, FineTouch Synergy Sdn Bhd

Eliza leads the strategic communications team at FineTouch and has over 30 years of experience leading corporate affairs across legal, tobacco, media, and Formula 1 industries. Eliza specialises in crisis communications, public speaking, public affairs and leadership development and is experienced in building human-centric communication skills across operational to leadership levels. She is formerly associated with Philip Morris International, Media Prima, Maybank, Sime Darby Plantation Berhad and Nestle Malaysia. She was the former Head of Corporate Affairs & Sustainability, Maybank Group. Eliza is a Certified Trainer with extensive expertise in public relations, corporate branding and leadership communication and advisor to C-suite executives across financial institutions, multinational companies and government linked companies. She is a Partner at Salleh Abas, Yaacob & Sofiah, with an LL.B (Hons) and Barrister-at-law qualification. She is also a contributor to leadership and sustainability thought pieces in Twentytwo13.my and an Alumni Leadership Mentor at the University of Leeds.

GUEST SPEAKER

Mr Seelan Paul

Seelan Paul is a seasoned media strategist with over two decades of experience in Malaysia's broadcast and media industry. He began his career as a radio announcer and rose through the ranks to become the CEO of Media Prima Radio Networks (MPRN). Under his leadership, MPRN launched and managed several successful radio stations, including Hot FM, Fly FM, One FM, and Kool FM. Notably, Hot FM achieved the milestone of becoming Malaysia's number one radio station with 3.8 million weekly listeners.

Beyond radio, Seelan served as the CEO of ntv7, where he continued to drive content innovation and audience engagement.

REGISTER NOW at elearning.miba.com.my
Closing Date for Registration : 5 August 2025
Registration will be closed once all the seats are fully booked