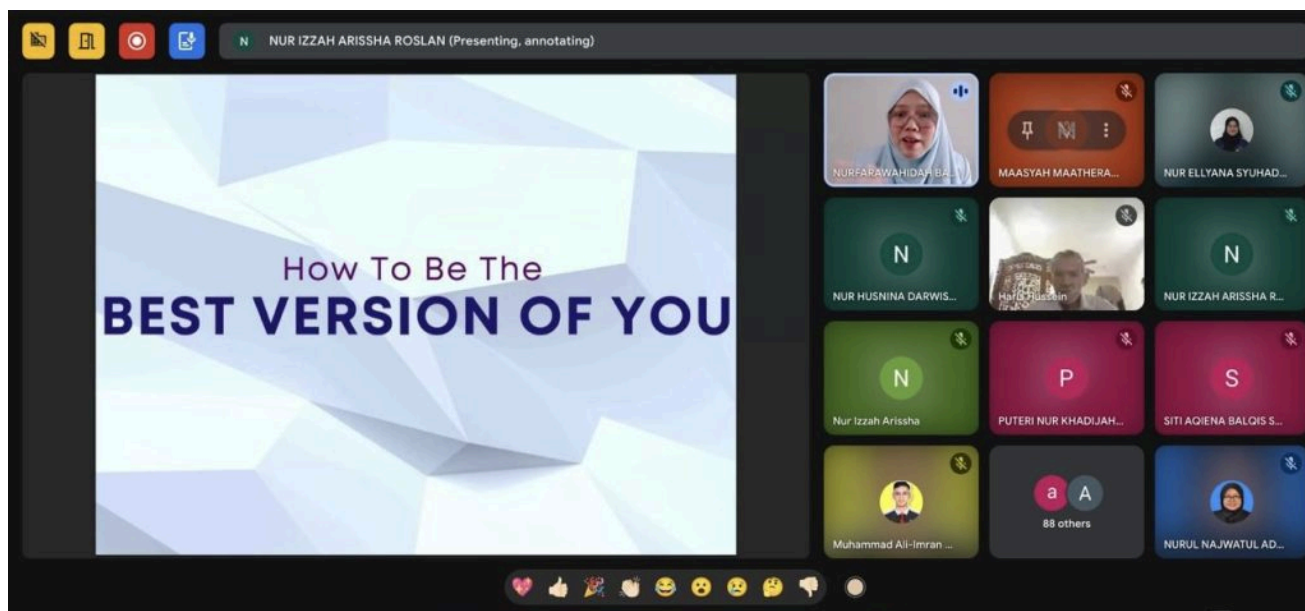




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KONFERENS & SEMINAR

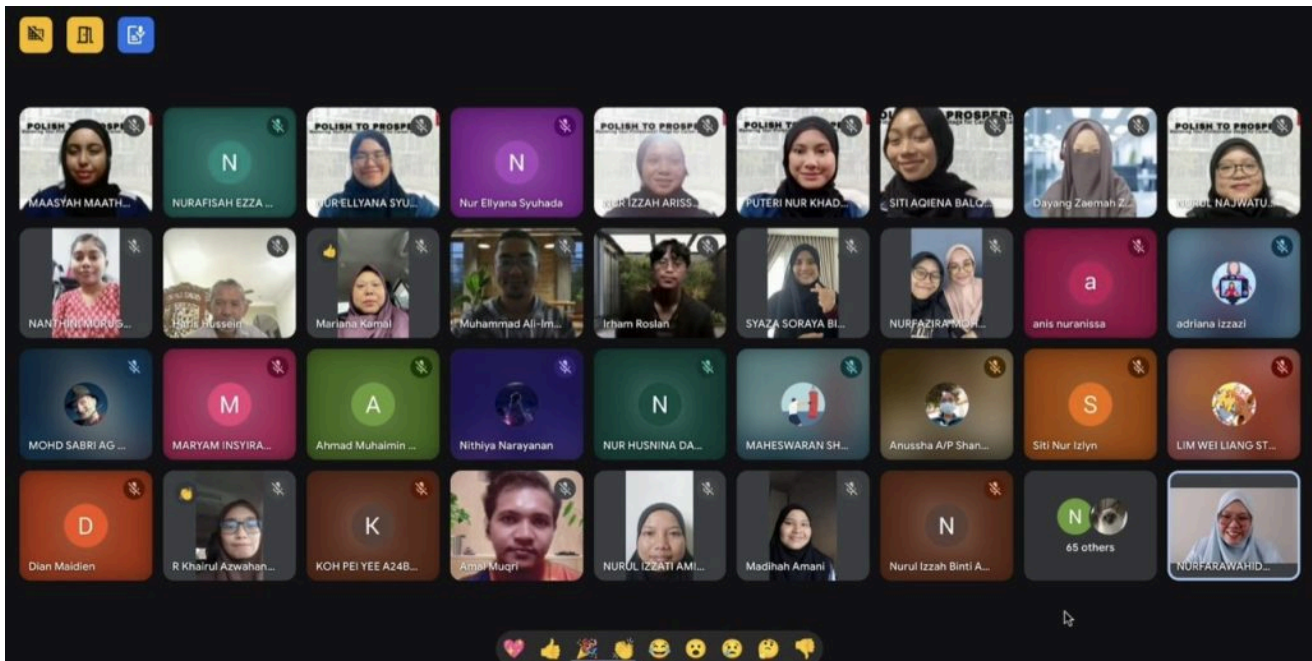
03/07/2025 / NURFARAWAHIDAH BADRUESHAM



Jengka, 14 June 2025 – Demonstrating its commitment to holistic student development, Universiti Teknologi MARA (UiTM) Cawangan Pahang, Kampus Jengka successfully hosted a national-level online seminar titled “Polish to Prosper: Mastering Your Professional Image for Career Success.” The programme, held in collaboration with Perpustakaan Al-Bukhari, attracted over 200 participants from universities across Malaysia.

The seminar featured Puan Nurfarahidah Binti Badruesham as the invited speaker, who guided participants through key strategies in building a confident and polished professional image. Topics included effective verbal and non-verbal communication, personal branding, and aligning self-presentation with career aspirations.

The initiative reflects UiTM’s alignment with Sustainable Development Goals (SDG) 4 – Quality Education and SDG 17 – Partnerships for the Goals, by promoting inclusive, skills-based learning and fostering collaboration between academic programmes and library services. The partnership with Perpustakaan Al-Bukhari added institutional depth and support to the student-led effort.



Despite being conducted virtually, the seminar maintained a high level of engagement and interactivity. Participants reported increased motivation and confidence in presenting themselves professionally, particularly in preparation for internships and job interviews.

The programme also reinforced UiTM's core values through the i-DART framework—integrating knowledge, discipline, trust, diligence, and responsibility into the learning experience. These values were embedded throughout the session, encouraging students to embody professionalism in both academic and workplace settings.

This national seminar stands as a testament to UiTM's proactive approach in preparing students for the demands of the professional world. By empowering students with practical skills and confidence, UiTM continues to lead in shaping graduates who are not only academically competent but also career-ready and future-focused.

By: Nurfarawahidah Badruesham

Editor: Mohd Faizal Azrul Azwan Bin Muhamed @ Che Harun



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