

Deep Dive.

APRIL - JUNE 2025

LEARNING COURSES



Brought to you by:

THE PEOPLE'S ASSOCIATION
**INDUSTRY
guru
SERIES**
Network. Be Inspired.



People's Association

Highlights:

- Harnessing AI to Transform Your Innovation and Workflow
- Learning Journey at Accenture Singapore Innovation Hub
- Innovating the Future of Food with Creativity and Entrepreneurship
- Introduction to Canva Workshop

THE PEOPLE'S ASSOCIATION

INDUSTRY guru SERIES

Network. Be inspired.

The People's Association Industry Guru Series is a customised professional networking programme designed to inspire youths and working professionals. Through sharing sessions led by esteemed speakers and industry leaders, participants can network, exchange ideas, and gain valuable insights.

About Deep Dive Learning Courses

Explore engaging courses delivered by the PA's training providers and industry partners. With courses across categories such as 'digital, tech and innovation', 'personal development', and 'business and entrepreneurship', working professionals can enhance their competencies and develop themselves.



Learning and Development with PA Training Providers

Choose from our selection of courses that have been specially curated for adult learning and self-development. From 'digital, tech and innovation', to 'personal development' and 'business and entrepreneurship', our experienced and qualified PA training providers are ready to support your efforts to expand your knowledge.

Basic Mindfulness

How do you manage stress and difficult emotions? In this course, participants will get an introduction to mindfulness, how it works, and the different formal and informal practices that can be performed to cope with stressful experiences.

PA Training Provider

Mr Ong Pee Eng is a mindfulness trainer with over 25 years of experience practising mindfulness. He is a qualified teacher of the eight-week Mindfulness-Based Stress Reduction (MBSR) programme, and is certified to teach mindfulness programmes to adults and children.

C027131287



**3 May 2025, Saturday –
24 May 2025, Saturday**

4 Sessions



10.30am – 12.30pm

Course fees

\$200 (M) | \$210 (NM)



Sengkang CC

Material fees

Nil



Critical Thinking Skills

Critical thinking takes place at every stage of life, and can provide different perspectives and approaches to situations. Sign up for this course for tips on how to use critical thinking to evaluate, analyse, and communicate information in a purposeful and unbiased manner.

PA Training Provider

Mr Yang Yen Thaw is an ACTA-certified trainer and a Registered Management Consultant (RMC), with experience conducting advanced training programmes for both corporate and individual clients. He has also been running his own law firm for 12 years and has held senior positions during his career.

C027131568



**13 April 2025,
Sunday**



**11.00am –
8.00pm**



**Tampines
West CC**

1 Session

Course fees

\$200 (M) | \$215 (NM)

Material fees

Nil



Data Analytics

Every piece of data tells a story. Through real-life case studies, and hands-on sessions, explore the fascinating world of data analysis. Sign up for this course to learn the skills needed to develop a successful data analytics strategy.

PA Training Provider

Ms Tan Mei Ling is a tertiary adjunct lecturer specialising in business intelligence and analytics, and predictive modelling. She obtained her Bachelor of Science (Statistics) degree with a minor in Mathematics from the National University of Singapore, and has since acquired 10 years of industry experience.

C027131003



**13 April 2025, Sunday –
20 April 2025, Sunday**



1.00pm – 5.00pm



Rivervale CC

2 Sessions

Course fees

\$200 (M) | \$210 (NM)

Material fees

\$3



Emotional Intelligence @ Work

Having strong interpersonal skills is key to cultivating healthier relationships, handling your emotions effectively, and staying in control. In this workshop, you will learn techniques to communicate more effectively and build meaningful relationships to unlock your potential in creating positive and lasting impressions.

PA Training Provider

Mr Gary Tan has a Master of Business Administration and over 20 years of corporate and industry experience in the infocomm and technology sector. He brings practical expertise in negotiation strategies, business communication for cultural diversity, go-to-market tactics, and digital marketing.

C027131770



28 June 2025, Saturday



12.00pm – 6.00pm



Sengkang CC

1 Session

Course fees

\$108 (M) | \$120 (NM)

Material fees

Nil



How to Manage Your Emotion & Be Emotionally Intelligent

What does it mean to be emotionally intelligent and what can we do to improve our emotional intelligence? Through this course, participants will learn how to develop an awareness of their emotional states, as well as learn techniques to improve their emotional regulation and stress management.

PA Training Provider

Mr Francis Seah is a certified coach with the International Coaching Federation and a Certified Emotional Intelligence Assessor. Throughout his career, he has trained hundreds of leaders and managers. He also holds a Master of Business Studies and a Specialist Diploma in Counselling Psychology.

C027130969

 **25 April 2025, Friday -
16 May 2025, Friday**

4 Sessions

 **7.00pm – 9.00pm**

Course fee
\$80

 **Buangkok CC**

Material fees
Nil



Introduction to AI Chat

Understand how the principles, applications, and practical uses of AI chat technologies will be useful for professionals. Sign up for an introduction to conversational AI, explore its real-world applications, and engage in hands-on learning!

PA Training Provider

Holding a Master of Science in Skills and Workforce Development, **Mr Gustin Low** is a seasoned management professional who focuses on workplace learning and career coaching.

C027132329

 **4 May 2025,
Sunday –
18 May 2025,
Sunday**

 **9.30am –
1.00pm**

 **Buangkok CC**

3 Sessions

Course fee
\$150

Material fees
\$5

C027130096

 **10 May 2025,
Saturday –
24 May 2025,
Saturday**

 **2.00pm –
5.30pm**

 **Tampines
North CC**

3 Sessions

Course fees
\$150 (M) | \$160 (NM)

Material fees
\$5



Introduction to Canva Workshop

Explore the world of graphic design and visual content in this introduction to Canva. Participants will learn the fundamentals of Canva's user-friendly platform to design striking graphics, engaging presentations, and eye-catching marketing materials through hands-on learning. Sign up for this course and unleash your creativity!

PA Training Provider

The Good Designers' mission extends beyond teaching design. They specialise in bespoke creative workshops, and have conducted corporate training for various public agencies and private companies.

C027131757

 **17 May 2025,
Saturday**

 **1.00pm –
5.00pm**

 **Sengkang CC**

1 Session

Course fees
\$80 (M) | \$85 (NM)

Material fees
Nil



Keeping Your Personal Data Secure Online and Offline

The incidence of cybercrime is on the rise, making it all the more important to protect the data in your personal computers. Learn the various techniques to secure your personal and banking data, and safety tips such as how to identify potential threats when performing online transactions.

PA Training Provider

Mr Allan Toh has more than 15 years of experience in information technology and cybersecurity, and possesses expertise in multiple digital technologies. He also holds a Bachelor's degree in Information Technology (Computing).

C027132795



**10 May 2025,
Saturday**



**10.00am –
12.00pm**



**Tampines
Changkat CC**

1 Session

Course fees

\$25 (M) | \$30 (NM)

Material fees

Nil



Negotiation Skills

How do you drive negotiations and achieve optimal outcomes? In this workshop, you will learn about the preparation, research and analysis, and emotional intelligence needed to navigate complex situations. Participants will learn how to communicate and negotiate through various situational contexts.

PA Training Provider

Mr Gary Tan has a Master of Business Administration and over 20 years of corporate and industry experience in the infocomm and technology sector. He brings practical expertise in negotiation strategies, business communication for cultural diversity, go-to-market tactics, and digital marketing.

C027130788



**18 May 2025, Sunday –
25 May 2025, Sunday**



10.00am – 1.00pm



Rivervale CC

2 Sessions

Course fees

\$100 (M) | \$110 (NM)

Material fees

Nil



Video Editing for Social Media

Content is king—which is why having the essential skills and knowledge to create engaging and impactful video content can go a long way! Learn the fundamentals of video editing, storytelling, and ways to maximise reach and engagement on popular platforms such as YouTube and TikTok through this hands-on course.

PA Training Provider

Holding a Master of Science in Skills and Workforce Development, **Mr Gustin Low** is a seasoned management professional who focuses on workplace learning and career coaching.

C027130097

 **25 May 2025, Sunday –
8 June 2025, Sunday**

3 Sessions

 **2.00pm – 5.00pm**

Course fees

\$150 (M) | \$160 (NM)

 **Tampines North CC**

Material fees

Nil

C027143538

 **25 May 2025, Sunday –
8 June 2025, Sunday**

3 sessions

 **6.30pm – 9.30pm**

Course fees

\$150 (M) | \$160 (NM)

 **Tampines East CC**

Material fees

Nil

C027131574

 **15 June 2025, Sunday**

1 Session

 **11.00am – 5.00pm**

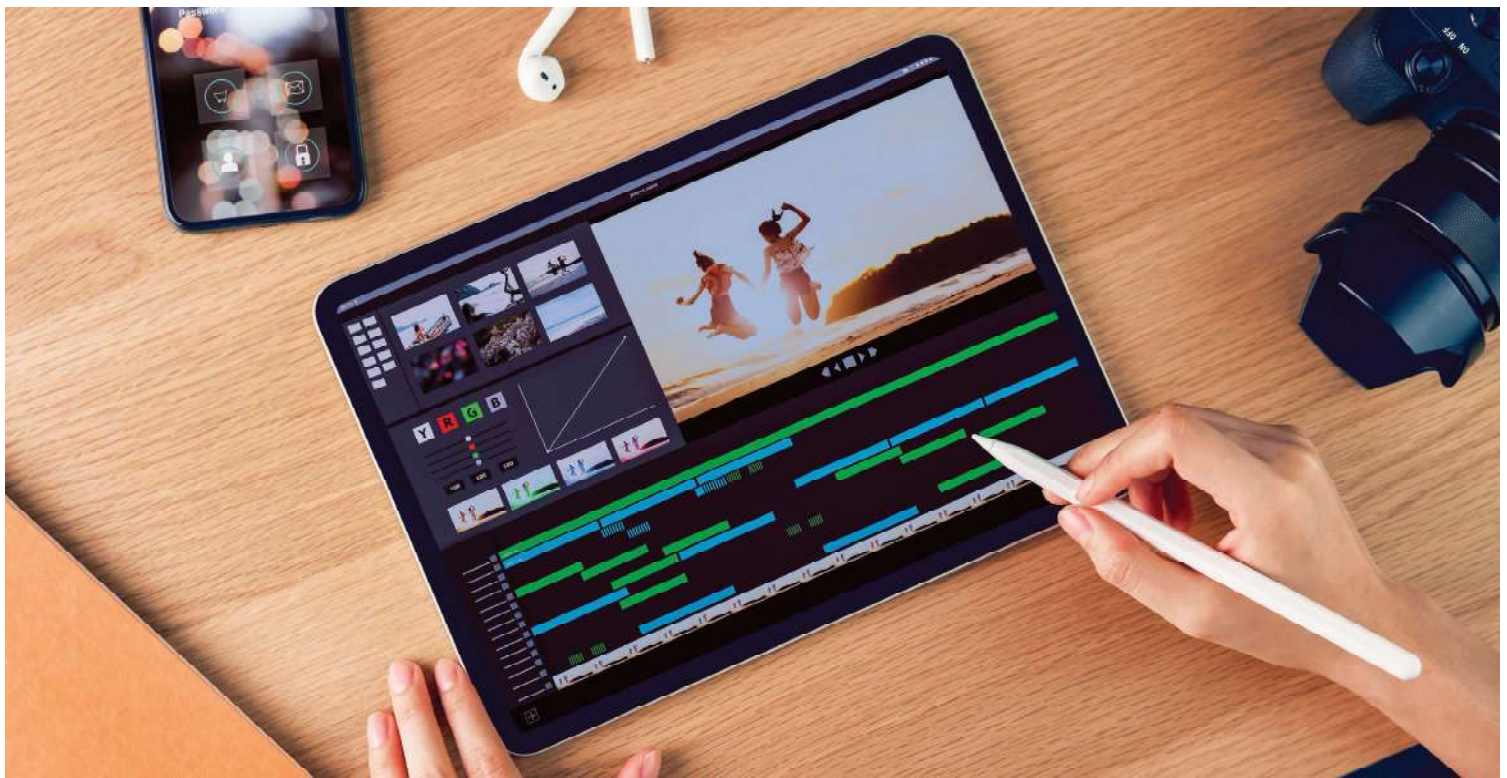
Course fees

\$150 (M) | \$160 (NM)

 **Tampines West CC**

Material fees

Nil





People's Association



To sign up for Deep Dive Learning Courses, visit <https://go.gov.sg/deepdivecourses> or scan the QR code.

Find out more information about Industry Guru and related courses by visiting and following us at:

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