## heathvallace

# AAFM Design Concepts Presentation

25th September 08

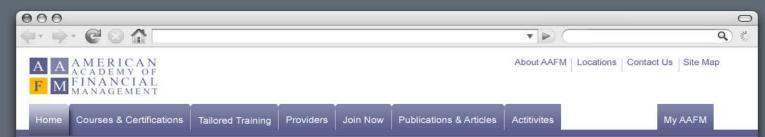
### Site Objectives

- Primary focus on 3 audience groups
- Prospective members
- Prospective partner/provider
- Current members
- Differentiating between the group and local site objectives through content and calls-to-action

### **Design Objectives**

- Deliver a strong brand experience
- Consistent and strong use of AAFM colours
- Deliver a bold and uncluttered layout that is usable, functional, with a clean user-interface
- Highlight key areas through design
- Present content in a linear and hierarchal manner.

# Group Homepage



### Building the World's Future Leaders in Finance



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#### ENBD Private Banking team graduate

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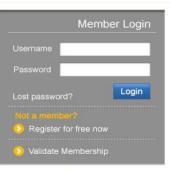
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Member Highlight
"Getting certified really helped my career"

Mr. Michael Armstrong CPA. BEc MBA MFP RBA ChMA

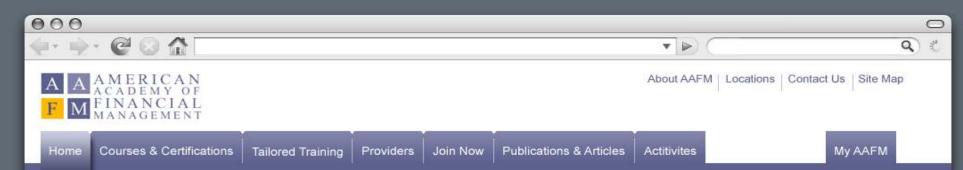
HSBC Private Bank



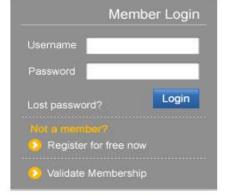
#### Course Calendar



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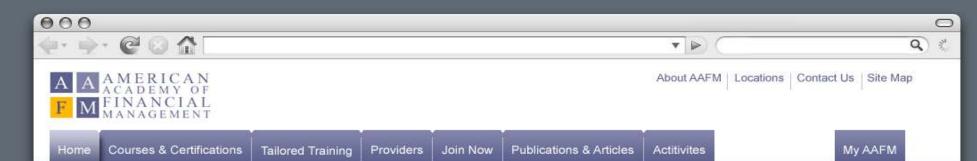
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			3 August 08					
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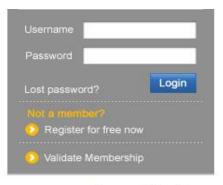
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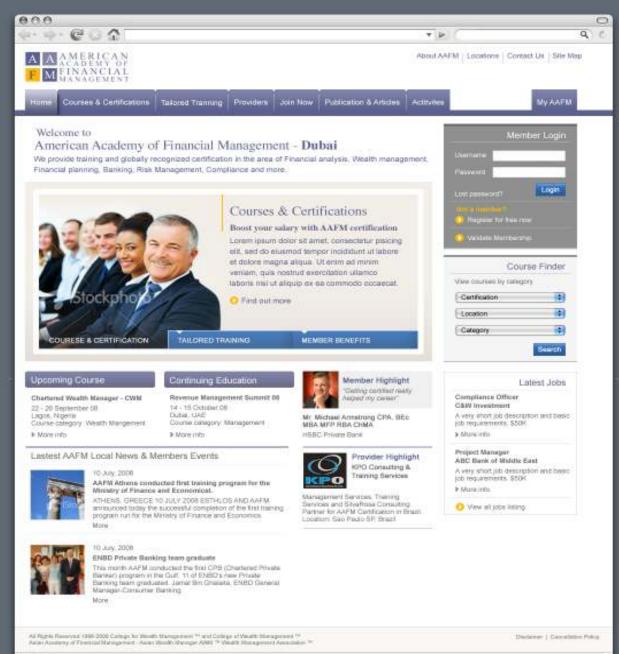
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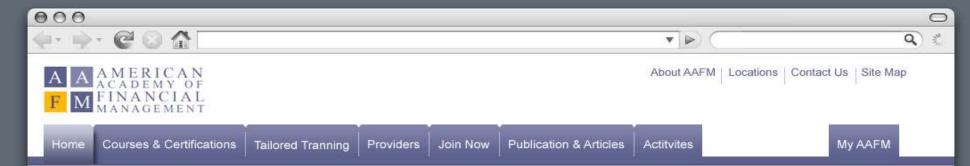


#### Course Calendar



# Local Homepage





#### Welcome to

#### American Academy of Financial Management - Dubai

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#### **Upcoming Course**

#### Chartered Wealth Manager - CWM

22 - 26 September 08 Lagos, Nigeria Course category: Wealth Mangement

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#### Compliance Officer C&W Investment

A very short job description and basic job requirements. \$50K

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#### Provider Highlight KPO Consulting & Training Services

Management Services, Training Services and SilvaRosa Consulting Partner for AAFM Certification in Brazil. Location: Sao Paulo SP. Brazil

#### Compliance Officer

**C&W Investment** 

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#### Project Manager ABC Bank of Middle East

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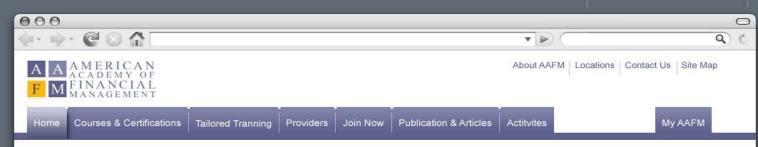
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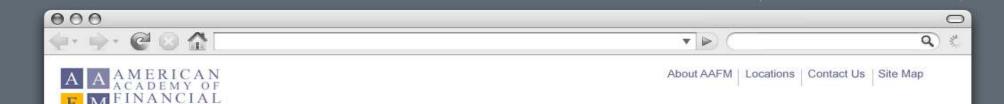
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#### Course Calendar



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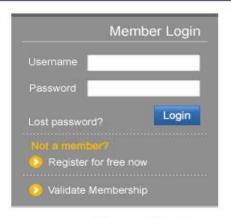
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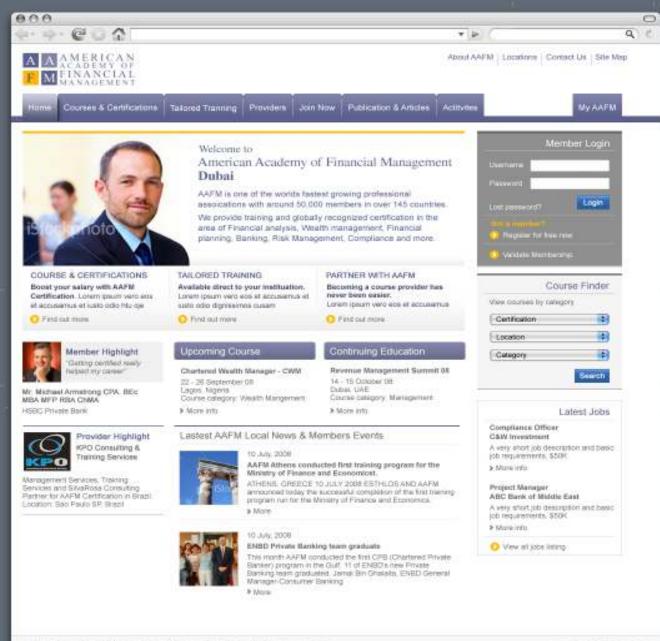
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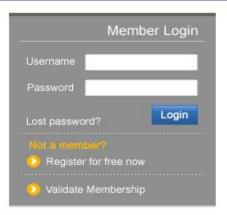
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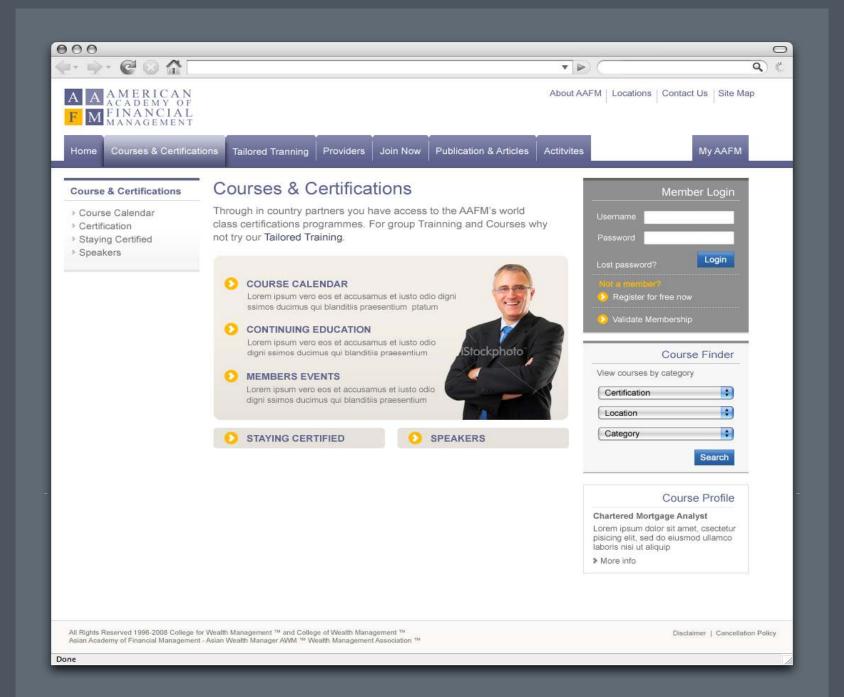
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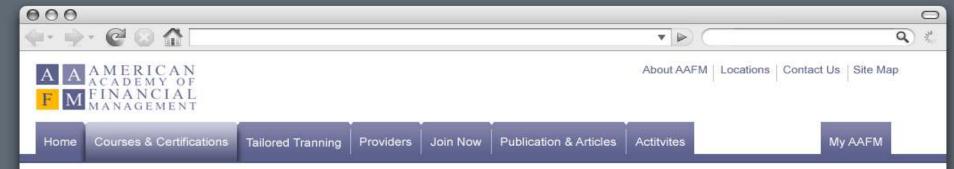
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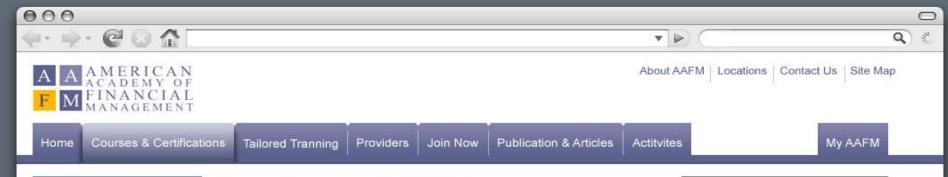


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#### Chartered Mortgage Analyst

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- Section One
- > Section Two
  - Item one
    Item Two
    Item Three
- Section Three

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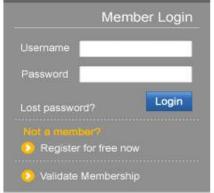
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#### Course Profile

#### Chartered Mortgage Analyst

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