



2-Day Seminar

STRATEGIC BRAND MANAGEMENT



What It Means to You and Your Business

16 – 17 May, 2019 (Thursday & Friday) @ Institute of Marketing Malaysia, PJ 51A, Petaling Jaya, Selangor

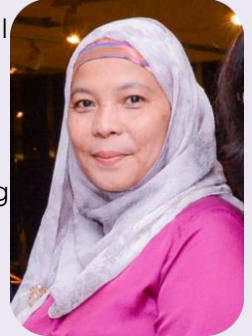
REGISTER NOW! SEATS ARE LIMITED

Overview

Profit and non-profit companies need to connect with their customers. However, it is the effective management of brands that maintains productive and lifelong customer connections. Building powerful brands that inspire customer loyalty and enhanced competitive positions should head the “must-achieve” list of every company. As brand success is largely influenced by the competency of the person managing the portfolio, this program offers a practical hands-on template-based workshop that incorporates tools and techniques designed to transform delegates into skilled brand managers.

Trainer ~ Shahana Azlan ~

A Professional Consultant/Trainer, core expertise is in marketing and branding with over 26 years of experiences; 14 years in corporate world and 12 years as a Consultant.



SHAHANA's corporate career advancement spanned both local companies and MNCs who are giant movers and shakers in their respective industries. She managed various business portfolios, which are mostly brands category leaders. Spearheaded numerous new products development and marketing initiatives at both local and regional levels.

SHAHANA is currently the Consultant for Canadean, an established UK based market intelligence company with offices worldwide. She assembles a comprehensive Malaysia & Singapore annual country reports for clients which includes Coca-Cola, PepsiCo, Nestle, Danone, and Tetra Pak.

In her own professional capacity she provides consultancy & training services to a growing list of clientele ranging from start-up ventures to MNCs and government agencies.

SHAHANA is passionate about her vocation, enjoys the challenges of her daily constant juggling act and thrives under pressure.

Branding

This highly interactive course highlights the importance of branding, it's inter-dynamics with marketing tools and the powerful strategies that make it work. It also shows how organizations and businesses grow by winning more customers and improve customer loyalty through effective branding strategies.

Some of the topics covered

- Contemporary Brand Management
- The Principles of Effective Brand Management
- Knowing your Brand
- Why are Brands in decay?
- The Brand Management Model & Brand Building – From construction to communication (An Overview)
 - Customer Options & Insight
 - Competitor Audit.
 - Constructing a Brand's Character.
- Constructing the Brand Verbal-Identity.
- Constructing the Brand Visual-Identity.
- Strategic Goals and Competitive Advantage and more ...

Learning Outcome

- Practical exposure to the process of brand management
- Hands-on experience in brand building
- Ability to construct a brand proposition
- Exposure to a variety of brand practices
- Exploring new ideas to enhance the customer brand experience.

Who Should Attend?

HODs, Managers, Executives and Staff engaged in Advertising, Business Development, Brand Management, CRM, Sales, Product Development, Trade Marketing, Media Management, Corporate Communications, Customer Support, Entrepreneurs and Business Owners.

FEE (2 days for per participant)

- ♦ **Early Bird: RM800 (Register and pay by/before 30 April 2019)**
- ♦ **IMM Members Fee: RM900.**
- ♦ **Non-Members Fee: RM 1,000.**
- ♦ **Group of 5 & above (10% disc.).**
- ♦ **TWIN PROGRAM SPECIAL! Discount of RM50 per day when you sign up for the second program in the same month, total savings RM100 per pax.**

INQUIRY & REGISTRATION

INSTITUTE OF MARKETING MALAYSIA

(2568 Selangor)

Block C-3A, Sunway PJ 51A,
Jalan SS 9A/19, 47300 Petaling Jaya,
Selangor Darul Ehsan.

Tel: 03 – 7874 6726 / 7874 3089

Fax: 03 – 7876 3726

Email: imm.malaysia@gmail.com

Website: www.imm.org.my

~ Closing Date: 10 May 2019 ~



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by SHAHANA AZLAN

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... **More topics covered** : ▪ External and Internal Supporting Issues ▪ Brand Delivery & Communication ▪ Enriching the Experience via CRM ▪ Post Execution Score-Card & Brand Audit

REGISTRATION FORM

Please send completed form and payment slip to IMM via:
Fax: 03 – 7876 3726 or Email: imm.malaysia@gmail.com

YES! Please sign me/my participant(s) at a fee selected below: (✓ where appropriate)

- Early Bird: RM800 (Register and pay by/before 30 April 2019)**
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Important: Payment has to be made at least seven-(7) days prior to seminar date. If you are not able to attend, a substitute participant is allowed at no additional charge. No refunds in partial or in full will be issued for any cancellation. Deferment to other seminar/event is possible subject to the discretion of the Institute.

COMPANY & DETAILS OF CONTACT PERSON

Organization/Company:		Type of Business:	HRDF Registered: (Yes / No)
Address:			Postal Code:
Telephone:		Fax:	
Website:		Email:	
Contact Person's Name:		Designation:	
Telephone (DID):	Mobile:	Email:	

[Please provide separate list for more than 5 persons]

No.	Name (in full)	Designation	Email (compulsory)	Mobile	Fee (RM)
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2.					
3.					
4.					
5.					

Mode & Method of Payment: [Please tick ✓ your selection & delete where appropriate]

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- ♦ **A/C Number : 2124 - 0600 - 011 319**



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Institute of Marketing Malaysia (2568 Selangor)

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