



A 2-day program on

Smart Marketing To Counter Recession And Prepare For Better Times

21-22 July 2009 | Crowne Plaza Mutiara Hotel Kuala Lumpur

SYNOPSIS

Recessionary times are definitely troubled times. Still, in business there are always troubled times. It is also the best times to prepare for better times ahead. This is the time to audit and restructure your organisation to improve productivity and capture better markets.

This 2-day program covers practical marketing topics aimed to provide the better understanding of current marketing practices. It attempts to answer questions like:

- Are you getting good returns-on-marketing?
- Do you need better and more efficient planning?
- Is your company target marketing efficiently?
- Are you auditing your marketing and brand communication?

The program will be divided into two main parts:

Part 1: Knowledge Enhancement - Participants are taken through an understanding of values of marketing, its role in the entire organisation, modern marketing practices and how to achieve the highest possible return on the marketing \$. The practicum session is designed to provide participants with real understanding of smart marketing.

Part 2: Knowledge Practicum - Participants are provided with more in-depth knowledge of smart marketing. The practicum session is designed to provide participants to work on building a prescribed marketing application from inception to being execution-ready. Topic and context will be decided at the beginning of the Day 2 session.

Desired Outcome: Participants will be provided with in-depth practical skills in strategic marketing, brand planning and overall approach on brand communication budgeting. These aspects of knowledge of smart marketing will make participants become better contributors to their organisation's management of business crisis.

FOCUSING ON:

- 21st Century & New Age Thinking in Marketing
- Marketing Reinvented
- How Smart Marketing Can Take Us Out of Recession
- Marketing Model (DV+ES=USP™ approach)
- Thinking Marketing , 7Ps and Purple Cow Promotion
- Target Marketing Practices
- Tracking & Auditign Brand Communication
- Using Marketing for Growth

WHO SHOULD ATTEND

- Marketing Managers & Senior Executives
- Creative Managers & Assistants
- General Managers
- Corporate Communication Managers
- Business Development Managers
- Relationship Managers
- Customer Service Managers
- Public Relation Personnel
- Heads of Department
- Senior Managers
- Government Organisations
- Non Governmental Organisations (NGO's)
- Other Non Marketing Managers & Assistants
- All related personnel and those that want and to understood marketing processes while maintaining levels of marketing sophistication. The course has been adopted to suit Malaysian corporate scenarios

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