

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

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



Practical Application on Marketing Case Studies

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.

Day 1 - Tuesday, 21st July 2009

- 9:00 **21ST CENTURY MARKETING**
- New Marketing Concepts – recognising the values of the marketing concepts of the past, the course will explore changes in marketing and new marketing techniques.
 - Marketing Made Easy – practical approaches in marketing.
 - Marketing Reinvented – more on new marketing techniques.
 - Why Non-Marketers Must Know Marketing – where marketing is in an organisation and how it affects all aspects of a corporation.
 - How Smart Marketing Can Take Us Out of Recession – techniques and new age thinking in marketing
- 10:30 Morning Break
- 10:45 **MARKETING PRACTICUM**
- Development of a Marketing Model - introduction of DV+ES=USP™ approach
 - Thinking Marketing, 7 Ps and the Purple Cow Promotion - taking strategic marketing and turning it into smart marketing
- 1:00 Lunch
- 2:00 **MARKETING PRACTICUM (CONT.)**
- Target Marketing Practices - learning the right way to target your markets
 - Proper Budgeting Practices - how to budget well
- 3:30 Afternoon Tea
- 3:45 **MARKETING PRACTICUM (CONT.)**
- Tracking and Auditing Brand Communication – development of tracking measures and learning how to audit your advertising & promotions
- 5:00 End of Day 1

METHODOLOGY

The program will be conducted both via sharing of concepts and practices through lectures, as well as practical applications via free-flow discussions and in-situ projects. Participants are encouraged to bring in real life issues (non-confidential).

Day 2 - Wednesday, 22nd July 2009

09:00 **MARKETING DECISIONS**

- Day 1 ReCap
- Using Marketing for Growth – how marketing springboards businesses
- How Marketing Decisions Are Made – making the right decisions at the right time

10:30 Morning Break

10:45 **MARKETING PRACTICUM**

- Working on a Marketing Case – development of a marketing exercise from a prescribed case.
- The case will be given and participants will work through strategic marketing using models and processes given
- The practicum session is designed to ensure participants understand the course and are able to practice the models and processes given during the lecture sessions

1:00 Lunch

2:00p **MARKETING PRACTICUM (CONT.)**

3:45 Afternoon Tea

4:00 **MARKETING PRACTICUM - EVALUATION OF WORK**

5:00 End of Program

WHAT PARTICIPANTS WILL GAIN...

- The benefit of sharing vast experience in Marketing and Brand Communication
- Practical skills via analyses of Case Studies
- Learning via hands-on practice during the Marketing Practicum sessions that will help to absorb smart marketing templates and processes.
- Sharing of tried and tested Brand Communication Process Template and Smart Marketing Thinking Process: 40-30-30™, T2W™ and specific (unnamed) templates.

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 understand marketing processes while maintaining levels of marketing sophistication. The course has been adopted to suit Malaysian corporate scenarios

PROGRAM FACILITATOR

DR IZMEE CHE ISMAIL CM; PGDip; MBA; PhD; Cert. In Adult Teaching is a strategic marketing consultant and trainer. Dr. Izmee held CEO Positions in international companies like IMG Malaysia (International Management Group, the world's largest sports & entertainment marketing company), G2 Malaysia and Singapore (a promotions agency and a member of Grey Global Group) and Pesaka Grey Sdn. Bhd.

He is currently executive Advisor of Esmile Companies in New Zealand and Malaysia. He is also a Trustee in Balloons over Waikato Charitable Trust, a New Zealand Trust that run's the country's largest ballooning event.

Dr. Izmee has also been engaged as Speaker and Trainer in Marketing and Promotions seminars in Malaysia, Singapore, New Zealand and Australia.



SMART MARKETING TO COUNTER RECESSION AND PREPARE FOR BETTER TIMES

21-22 JULY 2009 | KUALA LUMPUR

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HOW TO REGISTER

ONLINE: www.cmtevents.com
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POST TO: Lot 7.03, 7th Floor, North Block,
The Ampwalk, 218 Jalan Ampang,
50450 Kuala Lumpur

FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

1 Person	Group fee for 3 or more* (from the same company)
RM1595	RM1295 (MIN SAVINGS OF RM900)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

PAYMENT

By Telegraphic Transfer

ACCOUNT NAME: **Centre for Management Technology Sdn Bhd**

A/C No: **3 - 0903390 - 12**

BANK: **Public Bank Berhad**

BRANCH: **Grd Floor, Menara Public Bank
Jalan Ampang**

swift code: **PBBEMYKL**

TT must include additional RM10 for Beneficiary's Bank charges. **Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.**

CHEQUES: Crossed & payable to
"Centre for Management Technology Sdn Bhd"

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to your career.

COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,
Morning Coffee: 10.30 am,
Lunch: 1.00 pm to 2.00 pm,
Tea Break: 3:30 pm, Course Ends: 5.00 pm

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