

# EXECUTIVE MASTERCLASS IN MARKETING BRAND MANAGEMENT

**21<sup>st</sup> – 22<sup>nd</sup> February 2017, Hotel Vistana**

## Workshop Description

In today's competitive global environment where organizations compete on a single market platform, it is differentiate or die. Many assumed that by creating and developing better quality products, having more technology or better production processes, is sufficient to win market share. However, there's more to it.

This Masterclass focus on how to differentiate your products and organization, by providing you specifics that you can apply to distinctly differentiate your organization from the rest

## Workshop Objectives

- Execute effective strategies to develop a differentiated brand to compete globally
- Understand the essentials to build a competitive and sustainable brand by continuously finding Unique Value Propositions
- Understand the 10 different differentiating strategies to develop and build a sustainable brand
- Gain knowledge on current world-class branding benchmark practices.
- Develop a clear understanding of who is in charge of differentiation and how to achieve desired branding results

## Training Methodology

The Workshop will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

## Who Should Attend?

- Business Owners
- Senior Management
- Managers

## Certification by:

**PORTMAN  
COLLEGE**  
THE BUSINESS EDUCATION SPECIALIST



**Certificate is awarded by Western Kentucky University (USA)**

Certification awarded is dependent on the following;

**Class Attendance: 100%**

**Assignment: Answer satisfactory the Assessment related to the Practical Branding Assignment. The Assessment must be completed within 5 working days of the program for the certification to be awarded.**

**For more information and details:-**

**TEL: +603 - 8941 3733 EMAIL: [enquiry@portman.edu.my](mailto:enquiry@portman.edu.my)**

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## **DAY 1**

### **Module 1: Differentiation in the New Economy**

- The current market trends and the tyranny of choice today
- Choose to Differentiate or Die: It's that simple!
- The 10 Key strategies in building a differentiated brand

### **Module 2: Developing Your Unique Value Proposition**

- Identifying and reinventing your unique selling proposition to your unique value proposition
- Developing the Unique Value Proposition by Improving, Upgrading and Innovation
- Developing the new differentiated tagline that showcase your Unique Value Proposition

### **Module 3: Identification of What is Not a Differentiation Factor**

- Quality & Service is an expectation and not a differentiation factor
- Price is hardly a differentiating factor
- The largest, the most, the biggest, the tallest, the longest, the smallest is really a difficult way to differentiate

## **DAY 2**

### **Module 4: Understanding the 4 Steps to Differentiate**

- The Impact of Creativity vs the Power of Logic
- The 4 Steps to Differentiate: Make Sense
- Differentiating Idea, Have Credentials & Communicate Differences
- The 3 Case Studies

### **Module 5: Developing the 10 Differentiation Strategies**

- Developing a First Movers Advantage
- Developing an Attribute that you can own
- Developing a Leadership position
- Developing a Legendary story to connect emotionally
- Developing a core and niche specialization
- Developing a preferred clientele and market base
- Developing a particular way to produce a product/service
- Being the latest in the market with a buzz
- Hotness & Coolness are 2 of the Best Differentiating strategies

### **Module 6: Developing Your Brand Execution Plan**

- Formulating a long term strategic branding plan supported by a clear mission and vision
- Communication: The power of continuous and consistent brand messages: 5 key brand communication strategies
- Developing & managing the key components of a successful integrated marketing communication

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## **EXECUTIVE MASTERCLASS IN MARKETING BRAND MANAGEMENT**

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### **Program Facilitator – Ernie Chen**

Ernie serves as the Founder/Group CEO of ATCEN Education Group and the President of PORTMAN College. Ernie has a MA in Communication, BA in Mass Communication and BA in Theatre. He has more than 20 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries.



Ernie is an International Speaker and Serial Entrepreneur. He is better known as Asia's No.1 Business Coach by his peers, colleagues, customers, partners, friends and students for his enthusiasm in building people, brands, businesses and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world travelled speaker with a proven track at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation.

He is also renowned local Film Director and Producer for Box Office Film. In the area of branding and marketing, Ernie has worked with many MNCs and other 20 start-up companies with MSC status.

# REGISTRATION FORM

## EXECUTIVE MASTERCLASS IN MARKETING BRAND MANAGEMENT 21<sup>st</sup> – 22<sup>nd</sup> February 2017, Hotel Vistana

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

## REGISTRATION FORM

**Workshop Investment – RM 4,800  
per participant**

**(NOT Inclusive of 6% GST)**

**\*\*This training is PSMB claimable  
subject to PSMB approval**

### To register, complete this form:

1. Email form back to sender's email address/  
[gym\\_chan@portman.edu.my](mailto:gym_chan@portman.edu.my)

2. Fax this form to +603-8945 3892

### Bank Draft:

Payable to **PORTMAN COLLEGE SDN BHD** and courier to:  
23, Jalan Dagang SB 4/1, Taman Sungai Besi Indah, 43300  
Seri Kembangan, Selangor.

### By Direct Transfer:

Account Name: **PORTMAN COLLEGE SDN BHD**  
Bank : CIMB Bank Berhad  
Acc No :8003181780

All bank charges to be borne by payer.

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized  
Signature: \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

### Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received 14 days prior to the event to guarantee the seat.
3. Payment is non-refundable if cancellation occurs 14 days prior to event commencement. However a substitute is welcome at no additional charges
4. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
5. the organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
6. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

### For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: