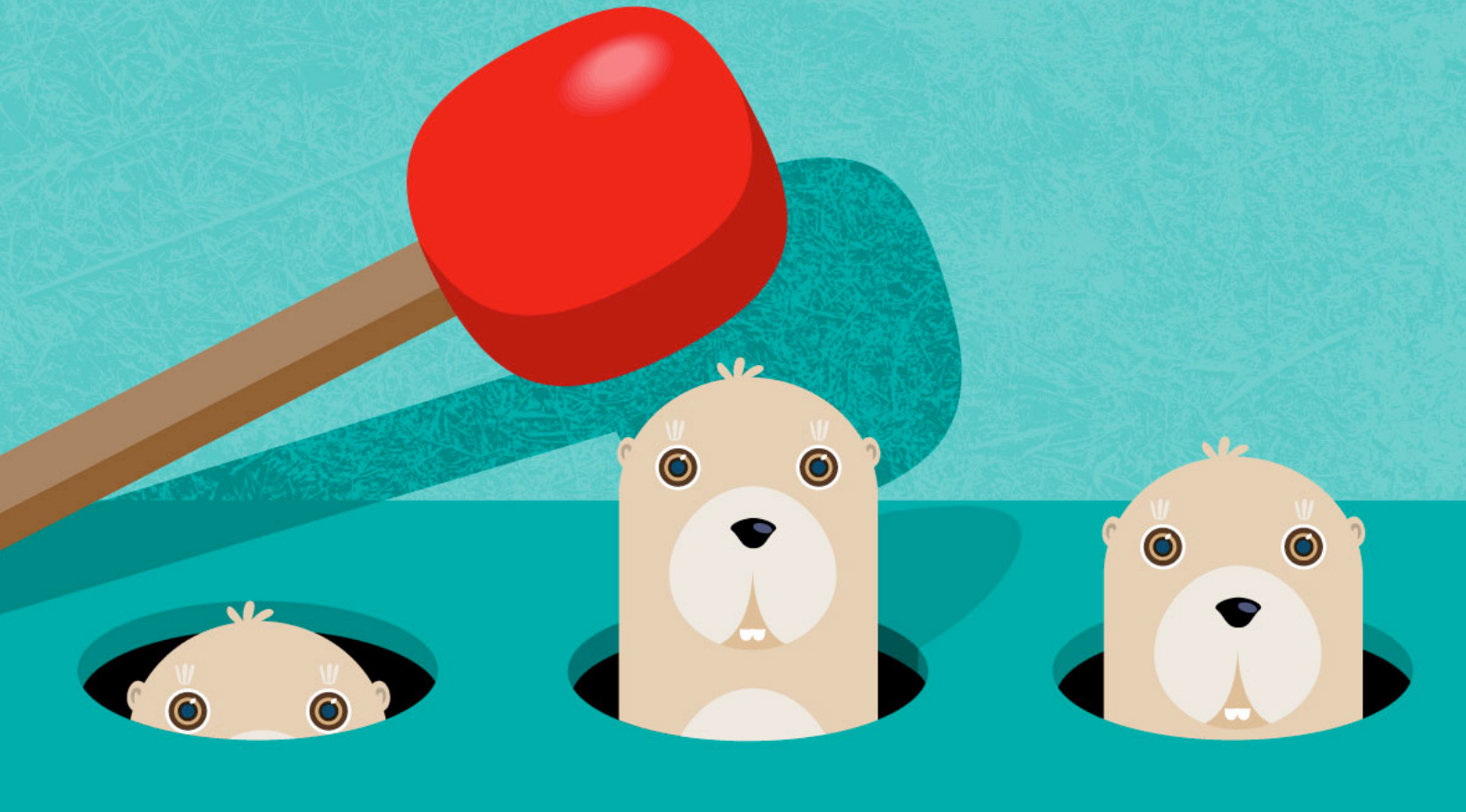


SUTAPA BHATTACHARYA



STRATEGIC BRAND PLANNING WORKSHOP

23rd MAY 2018
Sime Darby Convention Centre
8.30am – 6.00pm





STRATEGIC BRAND PLANNING WORKSHOP

This programme will empower participants to formulate, analyse and sharpen their focus on strategic brand development in this cluttered age of digital confusion, media fragmentation, one-to-one marketing, brand safety, transparency issues and an over-regulated landscape.

WHO SHOULD **ATTEND**

- Professionals entrusted with the direction and vision for brand development and tasked with achieving marketing and corporate goals.
- Marketers who want to up their game and win with a strategic road map for their brands.
- Strategy and Brand planners who wanted to polish their skills to seek smart solutions for the growth economy.
- Communication executives at brand, creative, digital and media agencies.
- C-Suite executives who have to advise and report to stakeholders on strategy, brand and communications.

ABOUT THE COACH



Sutapa Bhattacharya
Strategic Communication
& Branding
TNB Malaysia

For more than 14 years, Sutapa Bhattacharya led Leo Burnett Malaysia as Head of Strategy and Planning helping to shape some of our most beloved market-leading brands to fame. She also drove thought leadership within the communications network.

A celebrated award-winner in her field, Sutapa is now General Manager for Strategic Communication & Branding at Tenaga Nasional Berhad.

She has explored and designed many aspects of communication

strategies while still being mindful of the big picture. Many say she is an institution by herself in the strategic planning ecosystem in Malaysia and is a rare breed of communication planners who are razor sharp business evangelists in disguise.

Sutapa will actually be conducting a one-day workshop for all Strategy and Brand planners who particularly want to polish their skills to seek distinctly smart solutions for the growth economy, which is adequately significant.

COURSE OUTLINE

Each segment consists of:

- Sharing of concepts and examples
- Work groups
- Presentation by groups

8.30am

Registration

INTRODUCTION

9.00am

Introduction to Strategic Brand Planning & Communication

A brand strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments.

IMMERSION

10.00am

Stakeholder Analysis

The cycle of engagement: Employees, Customers, Leadership Team, Investors, Shareholders. If you don't inform, engage and inspire your key stakeholders in line with the development of your brand, you will alienate your people and damage your reputation. People are the greatest ambassadors of your brand; they carry it everywhere with them as a symbol of their trust and pride.

11.00am

Coffee Break

11.15am

Environment Analysis

How to use environmental analysis as a strategic tool by identifying all the external and internal elements, which affect the organization's performance. This evaluation can translate into the decision-making process and helps align strategies with the organisation's environment. A marketing environment is composed of specific elements of a business's external operating and competitive environment related to the needs of the target audience. All the situational factors which determine day to day circumstances impact companies.

DISTILLATION

12.15pm

Understanding the Brand – Issues & Challenges

- The difference between branding and marketing
- Is branding as an asset?
- Defining your brand persona
- Customer-centricity
- Building relevance in a changing environment
- Being mindful of the big picture

COURSE OUTLINE

Each segment consists of:

- Sharing of concepts and examples
- Work groups
- Presentation by groups

1.15pm

Lunch & Networking

STRATEGY FORMULATION

2.00pm

Strategies & Activities

How to understand the forces that determine competitiveness within an industry in order to develop strategies that will make your organisation more competitive. After considering organizational goals, organizational strengths, potential and limitations as well as the external opportunities comes the final strategy blueprint.

3.00pm

Communication Strategy and Plan

Planning tools and how to turn complex thinking into simple presentations and foster engagement. A communication strategy is complementary to the marketing strategy. It takes its lead from the marketing strategy, which, in turn, takes its direction from the business strategy. Examples...

4.00pm

Tea Break

4.15pm

Evaluation and Measurement

To get to where you want to go, you need to see where you came from. It is important to evaluate the efficiency and effectiveness of your strategy every now and then. Also remember that stakeholders want regular updates on progress.

LAST WORDS

5.15pm

Discussion

Sharing of successes and failures and learning from simple dos and don'ts based on real-market experiences. What difference will these learnings bring to your organization, moving forward? What can you tap into immediately in crafting your brand strategy?

5.45pm

Wrap up & feedback

What you learned through the day and honest focus on the good and bad.

6.00pm

End

LEARNING OUTCOME

Ability to conduct a more strategic dialogue with colleagues and stakeholders through a greater understanding of the key strategic brand planning tools.

date:
23RD MAY 2018
8.30am – 6.00pm

admission fee:
RM1,650 + 6% GST per pax
RM1,500 + 6% GST per pax
for group of 5 pax and above



venue:
Sime Darby Convention Centre
1A, Jalan Bukit Kiara 1,
60000 Kuala Lumpur Malaysia
Tel : (+603) 2089 3688

PAYMENT DETAILS:
CHEQUE MADE PAYABLE TO:
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Please fill-in-the blank box
Contact Information

Name Designation
Email Address Organization
Contact Number

Address Information

Participant's Details

Name Contact Number
Designation Email
Name Contact Number
Designation Email
Name Contact Number
Designation Email
Name Contact Number
Designation Email

Registration & Payment

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before course commencement.

Cancellation

NO CANCELLATION is allowed but a replacement delegate can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the course due to unforeseen circumstances.

