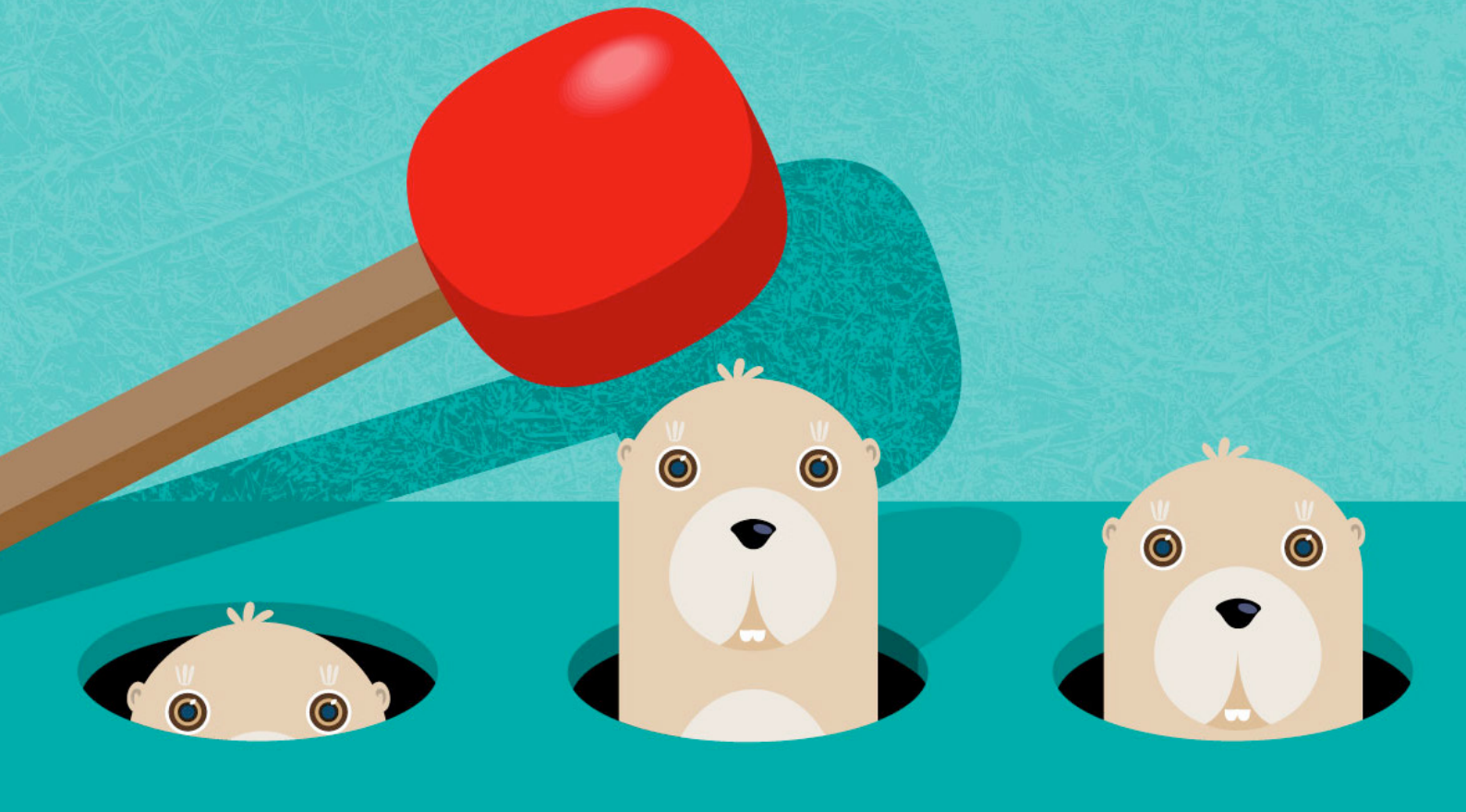


SUTAPA BHATTACHARYA



# STRATEGIC BRAND PLANNING WORKSHOP

**24<sup>th</sup> SEPTEMBER 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 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.

SUTAPA  
BHATTACHARYA  
STRATEGIC  
BRAND  
PLANNING  
WORKSHOP

# REGISTRATION FORM

date:  
24<sup>TH</sup> SEPTEMBER 2018  
8.30am – 6.00pm

admission fee:  
RM1,650 per pax

RM1,500 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:  
**SLEDGEHAMMER COMMUNICATIONS  
(M) SDN BHD**  
22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur, Malaysia

Bank Transfer to RHB Bank Berhad  
2-14389-000-10505  
Swift Code: RHBBMYKL

## CONTACT INFORMATION

NAME \_\_\_\_\_ DESIGNATION \_\_\_\_\_  
ORGANISATION \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_  
POSTAL ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
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## PARTICIPANT/S DETAILS

NAME \_\_\_\_\_ DESIGNATION \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_  
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### 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 conference commencement.
- NO CANCELLATION is allowed but a replacement participant can be sent.
- Sledgehammer Communications (M) Sdn Bhd reserves the right to change the conference programme due to unforeseen circumstances.

**FOR ENQUIRIES:**  
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