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REMOTE ONLINE
TRAINING ON ZOOM
PLATFORM

GROWTH **MARKETING** **WORKSHOP**

BY HANDO SINISALU -
WHAT EVERY COMPANY CAN
LEARN FROM NEW STARTUPS

30TH & 31ST MARCH, 2022



www.mrhando.com



GROWTH MARKETING

WORKSHOP

BY HANDO SINISALU - WHAT EVERY COMPANY CAN LEARN FROM NEW STARTUPS

Growth Marketing relies on a rapid testing and learning cycle to systematically improve your results:

- Instead of following one idea, many possible approaches are tested quickly
- Projects are divided into short sprints and powered by marketing technology
- All decisions are made based on data, not opinions

The learnings accumulate over time, gradually improving your performance

Growth Marketing is a process for systematic and measurable growth. It makes your team agile and focused, and gives you the data to make decisions.

COURSE OVERVIEW

The objective of the workshop is to introduce modern growth marketing methods widely used in start-up businesses to traditional companies

KEY TAKEAWAYS

The participants will learn the growth marketing method and get ideas how to use growth marketing in their companies

WHO SHOULD ATTEND?

Marketing and sales executives of B2B and B2C companies, marketing agencies

COURSE CONDUCTOR

APPROVED HRD CORP
TRAINING PROGRAM
NO 10001161278



HANDO SINISALU

CEO and Speaker

case.digital

(previously known as Best Marketing International)

Hando Sinisalu is a business journalist, conference producer and world traveler. He is the founder and CEO of case.digital (formerly known as Best Marketing International). Collecting and analysing digital marketing case studies is both his hobby and work. With presentations in 30+ countries, you could almost claim that Hando has travelled to the moon and back.

In the past, Hando has been a radio DJ, managed a newspaper company and an advertising agency. Today he writes about marketing to numerous publications and consults brands and media companies about digital marketing. He is the author of “The Best of Global Digital Marketing: Storybook 1” and “Storybook 2”. Hando has MA degree in Communications from Ohio University (USA).

AGENDA

APPROVED HRD CORP
TRAINING PROGRAM
NO 10001161278

DAY 1 - 30 MARCH

1400 E- REGISTRATION

1415 WELCOME PARTICIPANTS & INTRODUCTION

1430 INTRODUCTION - WHAT IS GROWTH MARKETING?

Growth marketing is defined by one goal: to identify the most effective, efficient ways to grow a business. To achieve this goal, growth hackers adopt a methodology of rapid experimentation through phases of the conversion funnel, product development, and other areas of the business. Growth marketing covers the entire customer journey and includes data-driven experiments, using the scrum methodology, to improve the company's defined key metric(s). To ultimate goal of growth marketing is to achieve long-term sustainable growth.

1530 LEAN START-UP METHODOLOGY

Growth hacking uses the Lean Startup methodology. After analysing the funnel growth marketers run data-driven experiments in sprints of 1 or 2 weeks. By analyzing the data and their initial hypothesis, they are able to quickly decide to kill or scale experiments, cycling through numerous iterations at a minimal cost. The rapid pace of decision-making and execution is the number one reason why companies applying the growth methodology are outsmarting and outrunning their competition.

1700 GROWTH MARKETING PROCESS

Audit marketing and sales, Create buyer personas, Design customer journeys, Test the ideas, Measure and improve, Scale what works best, Kill what doesn't work

1800 END OF DAY 1 SESSION

DAY 2 - 31 MARCH

1400 E-REGISTRATION

1415 RECAP OF YESTERDAY'S TOPIC

1430 THE STAGES OF CONVERSION FUNNEL

Awareness, Acquisition, Activation, Retention, Revenue, Referral

1600 PRACTICAL EXAMPLES FROM THE STARTUP AND TRADITIONAL COMPANIES

1715 Q&A SESSION

1730 END OF WORKSHOP & FAREWELL

REGISTRATION FORM

APPROVED HRD CORP
TRAINING PROGRAM
NO 10001161278

GROWTH MARKETING WORKSHOP

BY HANDO SINISALU -
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LEARN FROM NEW STARTUPS

DURATION DATE

30th - 31th March 2022

TIME PER SESSION

2.00pm - 6.00 PM

ADMISSION FEE

RM1,200.00 + 6% SST
per person



CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER
COMMUNICATIONS (M)
SDN BHD** 289967-W

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: RHHBMYKL

FOR ENQUIRIES:

CONTACT

+603-7726 2588

CONTACT INFORMATION

NAME _____ DESIGNATION _____

ORGANISATION _____

CONTACT NUMBER _____ EMAIL _____

POSTAL ADDRESS _____

PARTICIPANT/S DETAILS

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

Registration & Payment for Non HRD Corp Employer

- 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.

Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

ORGANISED BY

MARKETING ZEITGEIST

FOLLOW US



TRAINING PROVIDER MYCOID(ROC/ROB/ROS)

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PSMB/SBL-KHAS /JD/14

**EMPLOYER AND TRAINING PROVIDER JOINT DECLARATION FOR SBL-KHAS SCHEME CLAIMS (FEES)
UNDER THE PEMBANGUNAN SUMBER MANUSIA BERHAD ACT 2001**

This declaration is to certify that employer involved in the training program had agreed with the training program conducted, fees charged and allow training provider to claim with PSMB. This declaration should only be signed by employers after the training completed. This form must be attached when submitting online SBL –KHAS claim. This form must be kept at training providers premises and available for future verification by PSMB.

PART 1 – EMPLOYER’S PARTICULAR

Registered Name and Address of Employer:	Employer Code	:	_____
	Approval No	:	_____
	Group Approved	:	_____
	Group Claimed	:	_____
Course Title	:	_____	
Training Dates	:	Commenced: _____	Ended : _____
Training Venue	:	_____	

PART 2 – CLAIM FOR COURSE FEE

Number of Trainee(s)*	Total Fee Approved (RM)	Total Fee Claimed (RM)

PART 3 – JOINT DECLARATION OF THE TRAINING PROVIDER AND THE EMPLOYER

(a) I certify that all information declared above is true and correct and the training program claimed above has been conducted with all terms and condition under this scheme has been complied. I also declared that apart from this claim, there is no other claim has been made for these expenses. All relevant documents pertaining to this claim are with us and can be inspected by the Secretariat of the Pembangunan Sumber Manusia Berhad. (Training Provider)

SIGNATURE :	_____	DESIGNATION :	OFFICE/EVENTS MANAGER
NAME :	RUBY LIM MAY FOONG	COMPANY STAMP :	_____
MYKAD NO :	_____		(Managing Director/General Manager/Centre Manager/Principal)
		DATE :	_____

(b) I certify that the training had been completed and agreed with the fees charged above. I am responsible to the claimed above and certify all information provided here is true and correct. (Employer)

SIGNATURE :	_____	DESIGNATION :	_____
NAME :	_____	COMPANY STAMP :	_____
MYKAD NO :	_____		(Shall only be certified by either Managing Director/General Manager/Financial Controller/Finance Director of Employer)
		DATE :	_____

REMINDER: : You are reminded that, if you should give false or misleading statements, or makes in writing, or signs any declaration which is untrue or incorrect in any particular, you will be prosecuted under **Section 40 and / or Section 41 of Pembangunan Sumber Manusia Berhad Act 2001** and shall be liable to a fine not exceeding twenty thousand ringgit or to imprisonment for a term not exceeding two years or to both. Besides, Pembangunan Sumber Manusia Berhad may, at its discretion, withdraw the grant and recover immediately any amount of the grant that may have been disbursed.