

MASTERING MARKETING 4.0 MINDSET for the Customers of Tomorrow

BY ANIRBAN GANGULY



24th August 2023
8.30am - 6.00pm
Eastin Hotel

FOR ENQUIRIES:
CONTACT
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APPROVED HRD CORP
TRAINING PROGRAM
NO 10001316902

INTRODUCTION



COURSE OVERVIEW:

Over the last two decades, the disruption brought about by data and technology has created a wide chasm between marketing strategy and what really works in the marketplace. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination.

Drawing inspiration from Prashant Kumar's "Made in Future," this workshop aims to challenge conventional wisdom, stimulate critical thinking, and equip participants with practical tools and techniques to enhance the effectiveness of marketing strategies. By emphasizing pragmatic decision-making and resource optimization, attendees will learn how to amplify the impact of their marketing efforts.

WHO SHOULD ATTEND:

- C-Suite executives who have to advise and report to stakeholders on Go-To-Market Strategy, Product and Brand Development, Market Innovation
- Marketers who want to up their game and win with a strategic road map for Marketing.
- Strategy and Brand planners who wanted to polish their skills to seek smart solutions for the growth economy.
- Mid to Senior level Marketing Communication executives at brand, creative, digital and media agencies.

LEARNING OUTCOME:

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

COURSE OUTLINE:

Each segment consists of:

- Sharing of concepts and cases
- Participant Workgroups
- Case Presentation by Groups



ABOUT THE

TRAINER

ANIRBAN GANGULY

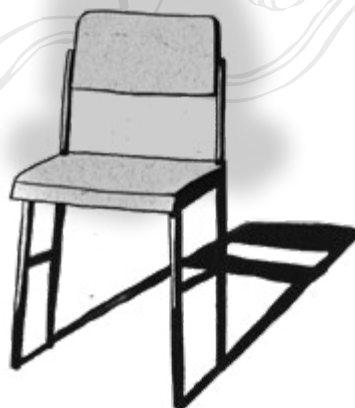


Anirban has over two decades of diverse operational and leadership experience, across the diverse geographies of APAC and EMEA. Prior to founding Koios Consult, a boutique innovation strategy, business design and brand consulting outfit, Anirban held leadership roles in innovation with Digi Telecommunications, Astro Broadcasting, Havas Worldwide and other blue-chip companies.

Anirban has worked on innovation and incubation projects, operating at the cusp of innovation, technology and the customer. As the founder of Koios Consult, Anirban is presently engaged with a diverse set of clients across geographies in S.E. Asia, South Asia, Africa and Northern Europe in the telecoms, media and technology categories, where he is driving market entry, innovation strategy, scaling and GTM consulting.

Anirban's leadership traits are based on four attributes.

1. Ability to create clarity when none exists.
2. Ability to spark energy in his team and adjacent cross functions.
3. Ability to succeed in an over-constrained space (less resource/crowded market)
4. To follow his conviction that if something is important enough one should try, even if the probable outcome is a failure.



COURSE

MODULE

8:30AM

Registration

1:00PM

Storytelling and Marketing 4.0

▶ New Creativity

▶ New Creators

▶ New Media

▶ New Measurement

9:00AM

Welcome & Introduction

9:30AM

The New Marketplace
and Marketing 4.0

▶ Marketing and IR 4.0

▶ Defining the new marketplace

▶ Defining the new consumer

▶ Data and MarTech

2:30PM

Coffee Break

2:45PM

Case Study

4:15PM

Case Presentations

10:30AM

Coffee Break

10:45AM

The New Customer and Marketing 4.0

▶ Customer Journey

▶ DIET Loop

▶ New Brand Experience

▶ New Influence

5:30PM

Q&A & Discussion

6:00PM

Wrap Up

12:00PM

Lunch & Networking

WHY JOIN?

Because at the end of the day, your marketing needs to reflect reality for it to work.

METHODOLOGIES

Active Lecture and Discussion

Audio Visuals

Short Quizzes

Brainstorming and team discussion

Case solving practices



MASTERING

MARKETING 4.0 MINDSET

for the Customers of Tomorrow

REGISTRATION FORM

APPROVED HRD CORP
TRAINING PROGRAM
NO 10001316902

DATE

24th August 2023

TIME

8.30AM - 6.00PM

VENUE

EASTIN HOTEL

Pusat Dagang, 13, Jalan 16/11,
Seksyen 16, 46350 Petaling
Jaya, Selangor Darul Ehsan

ADMISSION FEE

RM1,650.00 + 6% SST
per pax

CONTACT PERSON INFORMATION

FULL NAME : _____

NRIC NUMBER : _____

DESIGNATION : _____

ORGANISATION : _____

CONTACT NUMBER : _____

EMAIL : _____

ADDRESS : _____



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

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Swift Code: RHBBMYKL

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PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)

NRIC NUMBER : _____

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PARTICIPANT DETAIL

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ADDRESS : _____

ORGANISED BY



FOLLOW US



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 HRDC training grant through e-Tris portal under HRDC Claimable Courses (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.