

BACK BY
POPULAR DEMAND

STRATEGIC BRAND PLANNING WORKSHOP



APPROVED HRD CORP
TRAINING PROGRAM
NO 1000163165



BY SUTAPA BHATTACHARYA

30th May, 2024

9.00am - 6.30pm

Eastin Hotel

FOR ENQUIRIES:

CONTACT

Ruby

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Course Overview

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, to create impactful marketing and communication strategies that achieve business goals.

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.

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.

ABOUT THE
TRAINER



Sutapa Bhattacharya

Managing Director DIA Brands

ex-General Manager, Strategic Communication & Branding, TNB

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 brands in our market.

A celebrated multiple award winner in marketing & communication, Sutapa

was most recently General Manager at Tenaga Nasional Berhad where she grew the brand value of the brand by more than 70% through numerous new and exciting branding strategies. Today she leads DIA Brands, in shaping the leadership of brands for growth.

COURSE OUTLINE

Each segment consists of:

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

MORNINGSSESSION
30 MAY 2024

8.30am

Registration

9.00am

Welcome

9.10am

INTRODUCTION

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 and competitive environments.

10.00am

IMMERSION

Stakeholder Analysis

Identifying and managing key stakeholders for maximum impact: Understanding stakeholder specific concerns and motivations helps to build potential brand advocates and streamline effective messaging and channels that drive the expected behavioral change.

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 and impact companies.

12.15noon

DISTILLATION

Understanding the Brand – Issues & Challenges

- The difference between branding and marketing
- Customer-centricity
- Building relevance for now and tomorrow
- Being mindful of the big picture

1.15pm

Lunch & Networking

COURSE OUTLINE

Each segment consists of:

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

EVENINGSESSION
30 MAY 2024

2.00pm

STRATEGY FORMULATION

Strategies & Activities

How to understand the forces that influence the development of the most effective strategies and related activities to optimise impact and goals. From integrating the organisational 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

Coffee Break

4.15pm

Evaluation and Measurement

In a rapidly changing business environment it is imperative to continuously monitor the effectiveness of our brand, marketing and communication strategies, in order to constantly learn, improve and drive more focused and targeted initiatives and plans.

5.15pm

LAST WORDS

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 of Workshop



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REGISTRATION FORM

APPROVED HRD CORP TRAINING
PROGRAM
NO 1000163165

STRATEGIC BRAND PLANNING WORKSHOP

DATE

30th May 2024

TIME

9.00 - 6.30 PM

VENUE

EASTIN HOTEL

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

ADMISSION FEE

RM1,650.00 + 8% SST
per pax



CHEQUE MADE PAYABLE TO:

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

22B, Jalan Tun Mohd Fuad 1,
Taman Tun Dr. Ismail,
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Malaysia

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FOLLOW US



CONTACT PERSON INFORMATION

FULL NAME : _____

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DESIGNATION : _____

ORGANISATION : _____

CONTACT NUMBER : _____

EMAIL : _____

ADDRESS : _____

PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)

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**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.