

Branding 3.0 Workshop: New Technologies, New Experiences, New Conversations

24-25 March 2011 / Novotel Clarke Quay Singapore

Free takeaway:
A set of
professional
templates and tools
to help you plan your
Brand 3.0 strategy



WARNING

This WORKSHOP IS
HIGHLY ENGAGING
AND INTERACTIVE!

This Workshop will feature application of Social Media Tools, development of Online Brand Strategies & understanding of New Consumer & Online Trends which will Impact your Brand!

Transform your Business by Learning:

- How to map a Brand 3.0 Strategy that works for your Business and for your Brand.
- How to use new Social Media to create Engagement, Loyalty and Conversations for your Brand.
- What are the Crucial Consumer and Online Trends for 2011 and how they can impact your Brand!

Proudly Organized by:



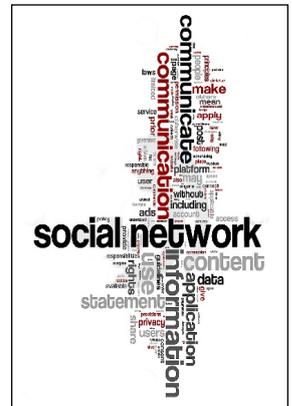
Corporate Partner:



COURSE INTRODUCTION

MAKE BRANDING 3.0 INTEGRAL TO YOUR BUSINESS IN A WAY THAT FITS WITH YOUR BRAND, YOUR CUSTOMERS, AND YOUR OVERALL ONLINE STRATEGY!

In the past few years there has been a dramatic increase in the tools and mediums in which you can engage in two way conversations around your brand. The world is changing, and fast: power has shifted from companies to customers, and the traditional ways brand marketers controlled their messages are gone. Branding is undergoing its most fundamental change in history. The increasing empowerment and sophistication of consumers together with the proliferation of new channels, technologies and tools is forcing brand marketers to rethink the way they operate the branding function and the way they engage customers.



The Point: "To Succeed today Branding needs to Transform". Customers and consumers have evolved. To succeed today, branding needs to transform. Your Branding strategies must adapt to the new expectations, behavior and attitudes of today's and tomorrow's buying decision makers. Learn how key brand touch points are creating conversations where the results are staggering and loyalty is off the charts. Attend this highly interactive workshop with real life case studies, practical group exercises and you will learn how to take part in these communities and conversations

BENEFITS OF ATTENDING



Upon completion of the workshop, you will be able to:

- ✓ **Design and map** out a Brand 3.0 Strategy that works!
- ✓ **Social media tools** - Learn new tools and platforms that will play an important role in your company communication, product and brand promotions, and business development your startup.
- ✓ **Learn how social media** creates engagement with employees, prospective employees, business partners and investors to positively influence their perceptions about your company.
- ✓ **Learn ways on how social media** can direct customer experience and involvement for your Brand.
- ✓ **Learn advanced techniques** on how to engage others and build trusted relationships that in turn can produce leads,

solution selling, and opportunity creation.

- ✓ **Mobile marketing** – learn the ability to penetrate the cell phone market and build brand awareness without having to spend a fortune on huge ad campaigns
- ✓ **Learn the crucial CONSUMER & ONLINE trends** for 2010
- ✓ **Learn why the future of marketing** lies in creating products, services, and company cultures that inspire, include, and reflect the values of target customers.

Day 1 - 24th March 2011

INTRODUCTION TO BRANDING 3.0

- ◆ The Changing Landscape of Online Branding
- ◆ Learn the rules of engagement when delivering your brand through various channels
- ◆ Key Drivers of Brand credibility

NEW TECHNOLOGIES

Social Media

- ◆ New Tools and platforms that are making their way to the spotlight
- ◆ Leveraging social media and networks for effective marketing strategies
- ◆ Building Brand Loyalty via social media marketing
- ◆ Building Brand Advocacy with Social Media
- ◆ Recruitment and talent Retention using social media

Mobile Marketing

- ◆ Mobile Marketing Trends 2010
- ◆ Mobile Web or Web 3.0
- ◆ Mobile Web or Web 3.0 and Its Consequences For Brand Marketers

Real-Time Marketing

- ◆ Understanding and responding to the movements of the market on both individual and strategic levels

The Internet Revolution

- ◆ Some Global Marketing Implications
- ◆ Internet marketing: Times of change

NEW EXPERIENCES

Creating Buzz

- ◆ Find out what are the result-proven tools such as blog, viral, ambush, guerilla, buzz etc, their functions and strategies.
- ◆ Discover effective ways of creating a buzz for your marketing
- ◆ Define and implement your brand experience strategy

Planning for the Future

- ◆ Create guidelines can ensure that social media touch points stay true to your brand
- ◆ Permission marketing to launch a new business and a new brand

Day 2 - 25th March 2011

NEW CONVERSATIONS

The Changing Consumer

- ◆ Leverage on the proven techniques and winning strategies that would most effectively impact customer -purchase decisions.

Consumer Trends

- ◆ 20 Crucial Consumer Trends for 2010
- ◆ Future Trends: Top 10 Consumer Trends for 2010

Branding 3.0: Value-Centric

- ◆ Meet emotional and rational needs of consumers
- ◆ Connectedness of Consumers
- ◆ People instead of segments
- ◆ Value of product vs. consumers emotions
- ◆ Collaboration of Consumers

Customer Connections

- ◆ Identify new opportunities in gaining new business clients while maintaining the loyalty of your existing ones.

FINAL PROJECT & GROUP PRESENTATIONS

Design and map out a Brand 3.0 Strategy campaign that works!

WORKSHOP OVERVIEW



WHO SHOULD ATTEND?

This master-class has been researched with and designed for Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants of:

- Customer Service
- Marketing and Sales
- General Management
- Corporate Communications
- Human Resources
- Employee Relations

- Strategic Planning
- Corporate & Brand Identity
- Social Media Specialist
- Brand Management
- Internal & External Marketing
- Business Development

- Public Relations
- Integrated Marketing
- Information Technology
- Training and Development
- And all those interested in transforming their business

ABOUT YOUR WORKSHOP LEADER: JEROME JOSEPH

Head Brand Coach of Brand One Brand Engagement Director, The Brand Theatre International Speaker & Author

Over the last few years, Brand 3.0 Strategist & Best Selling Author, Jerome Joseph has been a key catalyst in expanding management focus from the tactical issues of brand & experiences to strategic issues such as consumer trends and online brand conversations. He has developed some of the latest thinking and practice around this subject, focusing in particular on how organisations can achieve brand differentiation and long-term customer loyalty through the strategic implementation of brand experiences in the era of new technologies & trends.

Jerome Joseph is the Head Brand Coach of Brand One (www.brandone.us) a corporate brand training agency which conducts customized training programs and seminars on a regular basis for organizations around the world focusing on Experience Marketing, Branding 3.0, Brand Experience Strategy, Branded Customer Experiences, Online & Offline Brand Strategy workshops.

He is also Brand Engagement Director of Global brand consultancy The Brand Theatre: (www.thebrandtheatre.net) working with brands across the region on brand research, brand strategy and brand engagement both online and offline. Jerome is also a visiting lecturer and seminar leader for Communication Strategy & Brand Marketing programs for various universities such as Edith Cowan University (Australia, Perth), Southern Cross University (Australia, Victoria), University of Southern Queensland (Australia, Queensland), Oklahoma University (USA).

Over the last 15 years, he has built up a wealth of practical experience, working with organisations in Asia Pacific and US. Jerome has worked with global companies like Asia Pacific Breweries, DHL, Standard Chartered, Great Eastern, Fujitsu, FujioXerox, AIA, Civil Aviation Authority Singapore – Changi Airport, Sky Blue Airlines, Malaysian Airlines among many to create unforgettable brand experiences.

Jerome is also the author of acclaimed business bestsellers:

Turn Me On:
A Guide to
Personal Branding

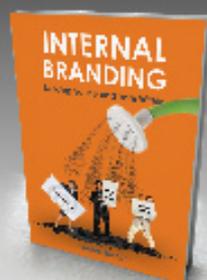
Turn Me On
Workbook

The Brand Theatre:
Staging
Extraordinary Branded
Customer Experiences

The Brand Theatre
Workbook

Internal Branding:
Building for Brand
From Within

Branding 3.0:
New Technologies,
New Experiences,
New Conversations



What others said about Jerome:

"Very Current, Very Real, Very Good!!!"
Hamdan Khalid, Head of Marketing - Heitech Padu Bhd

"Really Enjoyed the workshop! I've gained so much insight into experience marketing & the latest TRENDS!"
Indira Menon, BD Mgr - Prince Court Medical Centre

"Your Session on experience marketing at the Special Events Congress in LA was the best of the lot. Your videos, ideas, case studies and trends have really help me understand how to create brand plan."
Nicole Silver, Silver Productions, CEO, US

"Jerome, Your insights on Brand Strategy and Branding 3.0 is very thought provoking, it has helped us build our Brand more effectively" - Fred Fong, Marketing Manager, Pfizer Global

REGISTRATION FORM

4 Easy Ways to Register

1. **Telephone:** +65 6288 7812
2. **Fax:** +65 6288 3946
3. **E-mail:** Business@brandone.us
4. **Mail:** Mail completed form with payment to:
The Brand One Pte Ltd
7030 Ang Mo Kio Avenue 5
#9-95 Northstar@AMK,
Singapore 569880

Methods of Payment

1. Please cross cheque or bank draft made payable to **Brand One Pte. Ltd.** and mail your payment together with this registration to the above mentioned address.

2. By telegraphic transfer into the account of **Brand One Pte. Ltd.** which is:

Bank Name: DBS
Bank Branch: Shenton Way
DBS Account No: DBS
Swift Code: DBSSSGSG

Your Investment

Country & Date	Super Early Bird Bef. 31st Jan.	Early Bird After 10th Mar	Regular By 4th Mar
Singapore: 24 th -25 th March 2011	SGD 890	SGD1,090	SGD1,290

- * The fee includes lunch, refreshments and conference documentation.
- * Enjoy a group discount of 10% for 5 or more delegates and a group discount of 15% for 10 or more delegates registered at the same time from the same organisation and of the same billing source.

Important Notice: Payments are required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the conference and with immediate full payment.

Cancellations & Transfers

- * If you are unable to attend, a substitute delegate is welcomed at no extra charge. Regrettably, no refund can be made for cancellation received after **10th March 2011**.
- * The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacement and/or topics if warranted by circumstances beyond its control.

Date: 24-25 MARCH 2010 | Time: 8.00 am - 5.00 pm
Venue : Novotel Singapore Clarke Quay Hotel, Singapore

Individual/Group Registration

Name:(Dr/Mr/Mrs/Ms): _____

NRIC/Passport No: _____

Designation: _____

Company: _____

Address: _____

Postal Code: _____ Telephone: _____

Email: _____ Mobile: _____

Number of delegates: _____

Names of delegates: _____

Payment Options

Please tick option boxes accordingly

Cheque
(Cheque should be crossed , marked 'A/C payee only and made payable to (Brand One Pte Ltd)

Telegraphic Transfer
Please use the above mentioned details for the account information.

Invoice Request
Tick the box if you require the invoice to be sent to your company for payment. Invoice request is only for individuals sponsored by their companies. No invoice will be issued for non-corporate registration. Only receipts will be issued for non-corporate registrations.

Send your registration form to:

The Brand One Pte. Ltd.

7030 Ang Mo Kio Avenue 5

#9-95 Northstar@AMK,

Singapore 569880