

Branded Customer Experience, Experience Marketing & Trends 2009 -Brand Innovation

*World Class Solutions & Strategies to turn customers into
Advocates, Boost Sales & Increase Brand Awareness*

Fuel your brand with the power to grow global in this exciting 3-part training series. It's all about engaging the consumer, building your brand and creating a platform for differentiated brand experiences. Our training series will discuss the key elements, strategies you need to stimulate brand growth in a globalized, experience economy and how your company can shape minds, messages and market share thru brand experiences. Training Series features three key areas:
Branded Customer Experiences, Experience Marketing &
Trends 2009-Brand Innovation.

The Radisson SAS Diplomat Hotel, Manama, Bahrain

Masterclass:

16- 18 November 2008

Branded Customer Experience Masterclass

Build & Deliver Extraordinary Experiences to your Customers

Mini Workshop A (08:30 - 12:30) :

19 November 2008

Experience Marketing Mini Workshop

Create Experience Driven Marketing Programs to Drive Sales and Brand Awareness

Mini Workshop B (13:30 - 17:30) :

19 November 2008

Trends 2009-Brand Innovation Mini Workshop

Consumer Trends, Shaping Minds, Messages & Market Share

Programme At A Glance

Sunday
16 Nov 2008

Monday
17 Nov 2008

Tuesday
18 Nov 2008

Wednesday
19 Nov 2008

Masterclass [09:00 - 14:30]

Mini Workshop A [08:30 - 12:30]

Mini Workshop B [13:30 - 17:30]

Day 1

Day 2

Day 3

Day 4

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Branded Customer Experience , Experience Marketing & Trends 2009 - Brand Innovation

World Class Solutions & Strategies to turn customers into Advocates, Boost Sales & Increase Brand Awareness

Meet the Expert: **Jerome Joseph**



Jerome Joseph works with management teams to grasp the nature of the emerging functions of the Experience Mindset and envision their role in it.

Over the last few years, Jerome has been a key catalyst in expanding management focus from the tactical issues of branding to the much wider and strategic issue of brand experiences. 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 customer and brand oriented services and experiences. Having consulted more than 1000 organizations and speaking to companies around the world, Jerome preaches bold, innovative "out of the box" strategies to build and grow your brand both externally and internally.

He is also part of the International Speaking Federation and conducts keynotes, customized programs and seminars on a regular basis for organizations around the world focusing on Experience Marketing, Customer Experiences, Internal Branding, Personal Branding, Brand Strategy workshops and Integrated Brand Communication Strategies. Jerome is also a visiting lecturer for Communication, Marketing and Business programs at Thames and Management Development Institute Singapore as well as for various universities such as Edith Cowan University (Australia, Perth), Southern Cross University (Australia, Victoria), University of Southern Queensland (Australia, Queensland), Oklahoma University (USA).

Jerome has worked with global companies like Agilent, **AIA**, Bausch and Lomb, **Building and Construction Authority**, Bristol Squibs Myers, **Cathay Organisations**, CHIJMES, **Citibank**, Civil Aviations Authority Singapore, **Coffee Grounds**, DBS, **DBS Vickers**, DHL, **Electrolux**, Emirates, **Eurotronic**, Festival of Arts, **Golden Village**, Grand Hyatt Hotel, **Great Eastern**, HDB, **Hitachi Zosen**, Infocomm Development Authority, **Idealsoft**, Jurong Junior College, **JTC Corporation**, Logitech, **Malaysian Airlines**, Marriott Hotel, **Microsoft**, Ministry of Education (Singapore), **Ministry of Environment (Singapore)**, Ministry of Health (Singapore), **MobileOne**, Montblanc, **MTV**, National Speakers Association of America, **Nike**, National University of Singapore, **National University of Singapore Society**, Nanyang Technological University, **OCBC**, Optus, **OUB**, Parkway Healthcare, **PharmaAsia**, Pricewaterhouse Coopers, **SCM Microsystems**, Sentosa, **Singapore Airlines**, Singapore Armed Forces, **Singapore National Arts Festival**, **Singapore Police Force**, Singapore Sports Council, **Singapore Technologies**, Singtel, **Sky Blue Airlines**, SOXAL, **Spring Singapore**, Standard Chartered Bank, **Starhub**, Swarovski, **Temasek Polytechnic** among many others to create unforgettable branded customer experiences.

“The customer experience is the next competitive battleground.”

—Jerry Gregoire, CIO,
Dell Computers



“Register in a group of 3 and get a copy of Jerome’s acclaimed book, The Brand Theatre accompanied with its powerful workbook!”

The Brand Theatre: Staging Extraordinary Branded Customer Experiences

In today’s market place, simply providing your customer a service is no longer sufficient. You need to differentiate yourself from the competition and provide your customers with an experience that delivers your brand promise and keeps your customers loyal. The Brand Theatre : Staging Extraordinary Branded Customer Experiences, together with its supplementary workbook, is a comprehensive guide to setting your organization up to deliver the ultimate branded customer experience. It will take you through why your service needs to be branded, the points to consider as you build your brand, the importance of playing to customers’ emotions and finally helps you to ensure that your brand is delivered at each and every touch point. In today’s highly competitive arena, branding your customer experience is not an option, it is part and parcel of how you run your business. The Brand Theatre-Staging Extraordinary Branded Customer Experiences is just the book to help you deliver your brand.

Workbook: The Brand Theatre: Staging Extraordinary Branded Customer Experiences

The Brand Theatre: Staging Extraordinary Branded Customer Experience Workbook takes you through the processes you need to adopt step by step, getting you to analyze your present customer experiences, creating awareness of what makes a truly extraordinary customer experience and how to improve upon your touch points with your customers by strengthening your brand. This workbook is the perfect companion to The Brand Theatre: Staging Extraordinary Branded Customer Experiences as it takes you through unit by unit what you have learnt and allows you to apply that knowledge through the custom-made exercises created within. With the combination of these two books, you have all the

Jerome has also written: **Turn Me On: A guide to Personal Branding**, **Turn Me On: A guide to Personal Branding Resource Kit**, **Internal Branding: Building your Brand from Within**.

Programme Objectives

In today's market place, simply providing your customer a service is no longer sufficient. You need to differentiate yourself from the competition and provide your customers with an experience that delivers your brand promise and keeps your customers loyal.

Branded Customer Experience Masterclass is a comprehensive program to setting your organisation up to deliver the ultimate branded customer experience. The masterclass will take you through why your service needs to be branded, the points to consider as you build your brand, the importance of playing to customers' emotions and finally helps you to ensure that your brand is delivered at each and every touch point.

In today's highly competitive arena, branding your customer experience is not an option, it is part and parcel of how you run your business. Branded Customer Experiences masterclass is just the program your need to up your service quality and to help you deliver your brand.

- ✓ Describe the importance of the customer experience economy and its impact on organisations
- ✓ Diagnose the current customer experience situation for your organisation
- ✓ Define Branded Customer Experience and breakdown its components
- ✓ Define a brand promise that communicates what customers can expect
- ✓ Design a branded customer experience that differentiates your company
- ✓ Construct strategy maps to link initiatives to your chosen direction
- ✓ Explore Case Studies of Great Experience focused brands

"Brand Experience is bigger than customer service in that it is the full, end-to-end experience."

- Jeff Bezos, CEO. Amazon.com

Filled with Case Studies of Great Brands such as:

- | | |
|--------------------|--------------------|
| Geek Squad | Southwest Airlines |
| Banyan Tree | Ritz Charlton |
| Singapore Airlines | Disney |
| Krispy Kreme | Las Vegas |
| Starbucks | Virgin |
| Changi Airport | Harley Davison |
| First Direct | Whole Markets |
| SKF | |

Also featuring Brands that have failed! We won't mentioned the names here for a risk of lawsuit but we promise you we will talk about these brand in the masterclass.

WHO SHOULD ATTEND:

Branded Customer Experience Masterclass - How to Build and Deliver Exceptional Experiences to your Customers is designed specifically for individuals interested in understanding better the difference and importance of providing your (B2B or B2C) customers an experience rather than just a service. Pick up new tips and new tools, new tricks and new understanding plus new strategies on the next phase of customer service where you should be heading right in:

Directors, VPs, GMs, Heads, Senior Managers, Managers, Team Leaders and Executives of

- | | |
|---------------------|--------------------------|
| ◆ Customer Service | ◆ Key Account Management |
| ◆ Call Center | ◆ Channel/Distribution |
| ◆ Sales & Marketing | ◆ Business Development |
| ◆ Branding | ◆ Top Management |

"The Branded Customer Experience program involved an excellent and passionate trainer who really drove home the message of creating a customer experience which is aligned to our brand promise."

Christine Cheong, DBS Service Quality Department, Singapore

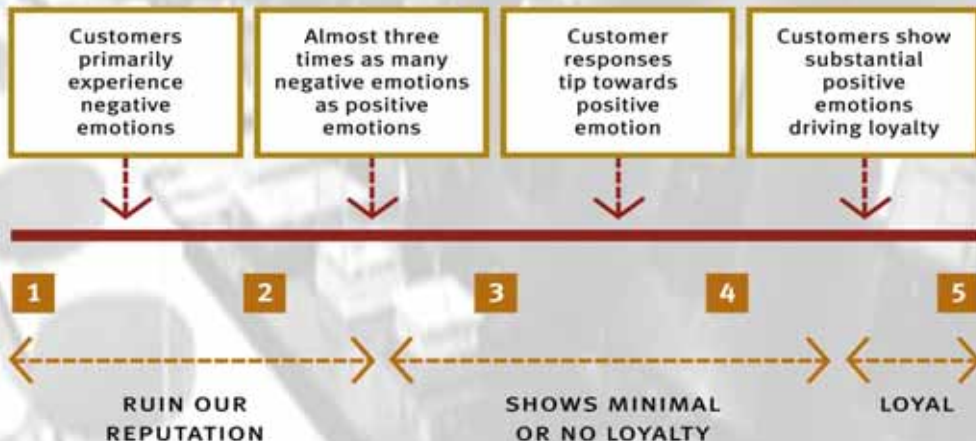
"Strongly recommend this course for executives who would like to expand their knowledge on Brand Management."

Khalid Hadi, Group Brand Mgr - ENOC

"Jerome is an excellent speaker! Great wisdom and provided lots of insight!"

Teoh Chin Ylap, Senior Mgr, Customer Relationship Management - Employee Provident Funds, Malaysia

Satisfaction is no longer sustainable. Even if Customers are satisfied they still show no loyalty. There is a need to increase satisfaction through Customer experiences to create Loyal Customers who in turn will be advocates of the Brand.



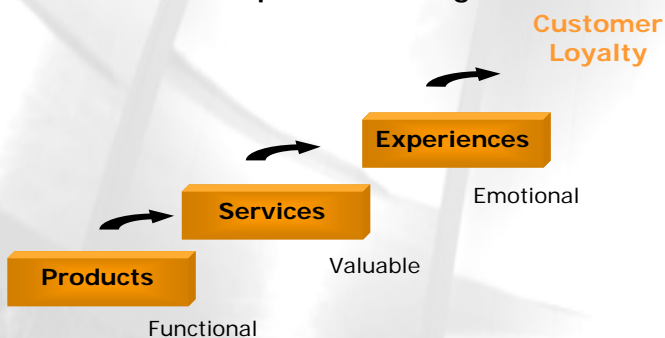
Course Outline

DAY ONE

Introduction to Customer Experience

- The Customer Experience self-assessment
- Assessment Analysis
- Defining brands and customer experience
- Diagnosing your current situation
- Importance of Customer Experience
- The impact of Customer Experience
- Exercise & Group Activities

The Customer Experience Management



THE IMPACT OF CUSTOMER EXPERIENCE

- Customer Experience Models
- Experience Process

LINKAGE OF BRAND DNA TO EXPERIENCE

- Brand Equity Model
- Brand Touch point mapping
- Defining Brand DNA
- Brand Value Experience Mapping
- Exercise & Group Activities

Defining Target Audience

- Customer and organization
- Turn prospects into customers
- Loyalty Program
- RFV measures
- Customer Focuses Metrics
- Exercise & Group Activities



Summary & Group Exercise

Course Timing

Masterclass: Branded Customer Experience Masterclass

Registration and welcome coffee will be at 8:30am. Training will commence at 9am and conclude at 2:30 pm followed by lunch. There will be two short breaks for refreshments each day.

Mini Workshop A: Experience Marketing Mini Workshop

Registration and welcome coffee will be at 8am and training will commence at 8:30am until 12:30pm. There will be one short break in between.

Mini Workshop B: Trends 2009-Brand Innovation Mini Workshop

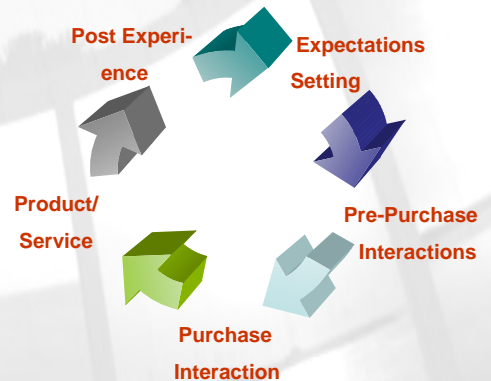
Registration will be at 1pm and training will commence at 1:30pm until 5:30pm. There will be one short break in between.

Lunch is available for delegate who attends both workshops.

DAY TWO

Staging and designing the customer experience

- Creating Experience Products/Services
- Understanding Needs
- Understanding Stages of Customer Experiences
- Touchpoint mapping
- Problem with inconsistent touchpoints
- Exercise & Group Activities



Defining physical value drivers

- Physical Performance
- Sensory experiences for better services

Defining emotions and how to use them

- Using mind marketing to create connections
- Using social marketing to build customer communities
- Exercise & Group Activities



Summary & Group Exercise

DAY THREE

Understanding Customer Expectations

Learn how to "under promise and over deliver" and proven strategies to exceed customer expectations that are aligned with your brand

Touch point Mapping

The highlight of the masterclass! Building a complete Touch point Map for your Organisation that is aligned to your brand.

Implications of Customer Experience

- Expectations Setting
- Pre-Purchase interactions
- Post Experience review
- Understanding Expectations
- Customer Expectations
- Exercise & Group Activities

Continuous innovation of experience

- Case Studies
- Examples
- Group Activities and presentation



Summary & Group Exercise

Experience Marketing Mini Workshop:

Create Experience Driven Marketing Programs to Drive Sales and Brand Awareness

Experience Marketing: Setting Your Brand Apart

Maybe you've heard the rumblings about experience marketing--getting the customer "involved" in the transaction, but want to learn how to turn the power of this tool into a competitive advantage for your brand. This cutting edge presentation is loaded with exciting new examples from large and small companies alike.

Smart business leaders see marketing as more than a department; it's a philosophy and belief system for the entire organization that puts the customer and not the company's own needs - in the center of the universe. Companies who understand this deliver memorable experiences that compel customers to share their knowledge with others.

An ongoing emotional attachment between brand and customer is the ultimate aim of experience marketing, in an era where marketers struggle with audience connection in a cluttered world. The delivery is through a unique experience which can only be created by the brand - giving brand owners a higher degree of control.

The presentation focuses on how to create these experiences, the rules of engagement and then shows you the tools which you need. Popular Experiential Tools such as *blog, viral, ambush, guerrilla, buzz, events* are some of the tools that we will focus on.

The program will show you how the experts are doing it, and then give you overview of the planning tools to do it for your company. This interactive workshop gets your audience involved in discovering:

- ✓ The top experiential considerations -- you'll get a fresh perspective on how these essential considerations can link-up with your brand strategy and deliver more than simply fun for the client or customer.
- ✓ How to turn key decision drivers into experiential elements. -- you'll learn first hand how to dissect your customer's behaviour and find clues to the ideal experiential elements.
- ✓ Learn how to use experiential marketing tools like guerrilla, roach, ambush, blog, buzz, events & viral marketing to build your marketing campaign.
- ✓ Identify new and exciting opportunities to create relevant, commercial brand experiences
- ✓ How do you engage your customers in close personal ways that create emotions, memories and loyalty?
- ✓ How do you move the needle on brand awareness, perception, preference and consideration?
- ✓ What experiential marketing tactics most effectively impact consumer purchase decisions?

WHO SHOULD ATTEND:

Experience Marketing Mini Workshop - Create Experience-Driven Marketing Programs to Boost Sales & Increase Brand Awareness is the course for you if you are interested in learning and understanding the impact experience marketing has on your business or career, the rule of engagement, result-proven tools such as blog, viral, ambush, guerilla, buzz, event etc, their functions and strategies, which most effectively impact customer-purchase decisions, identify new opportunities in gaining new business clients while maintaining the loyalty of our existing ones and many more...:

Directors, VPs, GMs, Heads, Senior Managers, Managers, Team Leaders and Executives of

- ◆ Sales and Marketing
- ◆ Advertising & Promotion
- ◆ Marketing & Corporate Communication
- ◆ Event Marketing
- ◆ Branding
- ◆ Channel/Distribution
- ◆ Business Development
- ◆ Top Management

"People have become relatively immune to messages targeted at them. Therefore, the best way to attract and retain customers is to create experiences within them."

Pine & Gilmore, Authors "Experience Economy"

Course Outline

- **Define the Meaning of Experience Marketing**
Understand what Experience Marketing means and how it can help your business
- **Experience Marketing in Place**
Environments are critical aspect of any business yet businesses fail to realize that your place of work can be a critical part of building your experience. Learn how to create experiences in your place of work.
- **Experience Marketing in Product**
Customers are not buying a product they are buying an experience. How do link experiences in product development.
- **Experience Marketing in Promotion**
Looking at how Experience Marketing can through the use of the right tools can create awareness for your product
- **Experience Marketing in Price**
Understanding how brand value is important in Experience Marketing. People will pay premium if they believe they are getting an extraordinary experience.
- **Experience Marketing in People**
Your greatest assets are your people. Understanding the role of your staff in Experience Marketing and how this can translate to building your brand.
- **Experience Marketing Tools**
We will explore tools such as punk, viral, ambient, guerrilla, buzz, event, sub-viral, roach and ambush marketing.
- **Developing an Experiential Model**
Creating your very own Model of Experience for your Organization.
- **Permission Marketing to Launch A New Business and a New Brand**
How do you get your customers to Opt In instead of Opting out.



SUMMARY AND GROUP EXERCISES

Filled with Case Studies of Great Brands such as:

- | | |
|--------------------|------------|
| Disney | Nike |
| Red Bull | MasterCard |
| Harley Davison | Coke |
| Singapore Airlines | Polaroid |

Trends 2009 - Brand Innovation Mini Workshop: Consumer Trends, Shaping Minds, Messages & Market Shares

A POWERFUL VIEW OF FUTURE CONSUMER CHOICES AND ATTITUDES is critical to your business. This workshop is designed to give you a comprehensive understanding of the current and evolving consumer trends. This session gives you insights into how consumers' changing lifestyles should inform strategies in product development, branding, marketing and retailing.

Trends 2009-Brand Innovation Mini Workshop is backed by our extensive portfolio of knowledge, insights and findings uncovered by our ethnographers, anthropologists and sociologists, followed by an interactive discussion of today's consumer and marketplace.

- ✓ Learn about the latest trends that are shaping the world
- ✓ See how these trends can help you in build your brand through innovation and strategy
- ✓ Update your strategy to reflect the major developments in the market place and identify the points where you may need to modify the way your business works to ensure they get implemented
- ✓ By taking the time to reflect on the latest developments in consumer markets and discuss them with your peers, you can implement strategies that better differentiate your brand in the market place.

Course Outline

- **Welcome to the Revolution**
Understanding the changes that are taking place in the evolving Brandscape
- **Key Marketing Manifestos to live for in this age**
Key new marketing ideas which you need to follow or die.
- **MSP not USP**
The role of the individual consumer in product positioning
- **30 Consumer Trends**
Exploration of the 30 key consumer trends and how this can affect your business
- **The Captive Customer**
How do you build consumer loyalty and retention through trends

SPECIAL FEATURES:

- Insights of the 2009 Trends
- Packed with Case Studies of Brands who have used these trends
- Practical templates, tips and strategies to which showcases the latest consumer trends
- Highly Interactive and Engaging

WHO SHOULD ATTEND:

Trends 2009: Brand Innovation Mini Workshop - Consumer Trends, Shaping Minds, Messages & Market Shares is designed specifically for individuals interested in seeking insight and inspiration by debating the latest developments in consumer markets with their peers.

Directors, VPs, GMs, Heads, Senior Managers, Managers, Team Leaders and Executives of

- ◆ Sales and Marketing
- ◆ Advertising & Promotion
- ◆ Marketing & Corporate Communication
- ◆ Event Marketing
- ◆ Branding
- ◆ Channel/Distribution
- ◆ Business Development

"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, USA

The way it is elaborated is excellent! I believe everyone is quite familiar with this topic - but Jerome wonderfully elaborates it in a different way!

Rudy Affendy, Branch Manager - Standard Chartered Bank Indonesia