

Branded Customer Experience & Experience Marketing Series

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 workshop 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 & Consumer Trends 2008.

**Sheraton Creek Dubai Hotel
Dubai, U.A.E**

Masterclass:

25–27 May 2008

Branded Customer Experience

Build & Deliver Extraordinary Experiences to your Customers

Workshop A (08:30 – 12:30) :

28 May 2008

Experience Marketing

Create Experience Driven Marketing Programs to Drive Sales and Brand Awareness

Workshop B (13:30 – 17:30) :

Trends 08–Brand Innovation

Consumer Trends, Shaping Minds, Messages & Market Share

Programme At A Glance

Sunday 25 May 2008	Monday 26 May 2008	Tuesday 27 May 2008	Wednesday 28 May 2008
Masterclass			Workshop A
Day 1	Day 2	Day 3	Workshop B

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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, **Europrotonic**, 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 brand/customer experiences.

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 tools you need to create the ultimate Branded Customer Experience.

“The customer experience is the next competitive battleground.”

—Jerry Gregoire, CIO,
Dell Computers



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Branded Customer Experience

Build & Deliver Extraordinary Experiences to your Customers

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.

Staging Extraordinary Branded Customer Experiences workshop is a comprehensive program to setting your organisation up to deliver the ultimate branded customer experience. The workshop 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. Staging Extraordinary Branded Customer Experiences workshop is just the program you 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
Banyan Tree
Singapore Airlines
Krispy Kreme
Starbucks
Changi Airport
First Direct
SKF

Southwest Airlines
Ritz Charlton
Disney
Las Vegas
Virgin
Harley Davison
Whole Markets

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

Course Outline

Day One:

Introduction to Branded Customer Experience

- What's the hype all about? Looking at the Big Picture.

Defining Brands and Customer Experience

- What does it truly mean and what does it entail?

Diagnosing the current situation

- Understanding the current situation of your organisation in terms of Branded Customer Experience

The Impact of Customer Experience

- Understanding how Customer Experience can create your competitive advantage on your Brand and organisation.

The four Stages of Customer Experiences

- Looking at the key stages of Customer Experience and how to get there.

Customer Loyalty in the Experience Economy

- Understand how loyalty works and how to create loyal customers that love the brand

Defining Brand DNA

- Looking into your Brand and understanding your Brand Platform in relation to your Customers

Linking Brand DNA to Experience

- Understanding how your Brand can guide the right Behaviours for staff

Summary

Day Two:

Staging & Designing the customer experience

- Creating plans to stage and build your customer Experience

Defining Physical Value Drivers

- Looking at Physical Drivers and how this can help drive your Brand Sensory Experiences for better Service

- Create the right steps upgrade your experience through the use of all 5 senses.

Defining Emotions and how to use them

- Connecting to your customers through emotions.

Use of Mind Marketing to create connections

- Using the power of the mind to engage your customer.

Use of Social Marketing to build customer communities

- Building networks and social communities as well as creating a Corporate Social Responsibility Plan.

Summary

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 workshop! Building a complete Touch point Map for your Organisation that is aligned to your brand.

Continuous Innovation of Experience

- Building and Managing a future for your Branded Customer Experience

Summary/Presentations

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Experience Marketing: 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

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 Organisation.
- **Permission Marketing to Launch A New Business and a New Brand**
How do you get your customers to Opt In instead of Opting out.

Workshop B (13:30 – 17:30) 28 May 2008

Trends O8-Brand Innovation: Consumer Trends, Shaping Minds, Messages & Market Share

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 2008 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.

SPECIAL FEATURES:

- Insights of the 2008 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

Programme agenda

- **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