

# Internal Branding



Internal Branding Strategies to  
Strengthen your Brand Values & Employee Engagement

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JW Marriott Hotel, Kuala Lumpur



**"A brand is the personification  
of a product, service or even  
entire company."**

— Robert T. Blanchard of Procter & Gamble

**A company's brand is nothing more than the promise made to its market and once all of its people are acting in accordance with that promise - the business will be in perfect alignment. Only then will it be possible to enjoy business leadership and an increased bottom line that comes with owning a powerful brand."**

*"Great work in helping us build our brand through the workshop. Your process was systematic and easy to implement. Excellent content and we look forward to our next workshop in building our brand internally through Internal Branding."*

**Bella Chen, MNC,  
Vice President (PR), Singapore**