

BRANDED CUSTOMER EXPERIENCE MASTERCLASS

How to Build and Deliver Exceptional Experiences to your Customers

29th October to 30th October 2007 @ The Ritz-Carlton Hotel, KL



AND

EXPERIENCE MARKETING MASTERCLASS

Create Experience-Driven Marketing Programs to Boost Sales & Increase Brand Awareness

31st October to 1st November 2007 @ The Ritz-Carlton Hotel, KL

First ever World-Class workshop on Experience Marketing to be held in KL!

BRANDED CUSTOMER EXPERIENCE MASTERCLASS

Contact Center, Customer Service, Key Account, Branding, Channel, PR, Sales and Marketing leaders are canny and battle-tested enough to know that each and every customer touch is a test of the service organization as a whole. When your brand goes on trial, the only way to succeed is to deliver the kind of experience that transcends the ordinary and the everyday, and reaffirms the company's entire brand premise. As all the above being the front line of most businesses, revenue is made and lost every day not on price or performance, but by the quality of the customer experience churned out professionals of these departments.

Like it or not, consciously or not, customers evaluate their business relationships every time they touch your company. Learning to manage the experience every time the phone rings or the inbox chimes is an essential skill to maintain and build business with customers who are empowered to be brandagnostic and effortless switchers. Imagine how much more profit you could make if you had customers who couldn't imagine doing business with anyone else but you? How great would life be if 40% of your new business simply knocked on your door, without you having spend a single cent advertising for it? This is echoed in the words of Jeff Bezos at Amazon.com, "Customer experience is bigger than customer service."

... in the words of Jeff Bezos at Amazon.com, "Customer Experience is bigger than customer service."

Attend this 2-day interactive workshop, widen your perspective on the 'future' of customer service world and learn the art of presenting to your customers and clients brand new experiences that transcends good service which will in turn keep them loyal to you!

EXPERIENCE MARKETING MASTERCLASS

The marketing landscape is changing, and fast. As marketers target people with pitches for their products via every conceivable vehicle - from TV sets to mobile phones, corporate calls to formal meetings, consumers and clients are increasingly tuning out the "noise". It's difficult these days to even watch a TV program without wondering whether it exists solely to showcase a given product or service.

Experiential Marketing uses brand relevant experiences to appeal to both the rational and emotional buying triggers of the intended audience. According to Marketing Effect Magazine, 81% of surveyed senior executives in the U.S., U.K., Europe and Hong Kong agree that experiential Marketing is the next big battleground for the marketing world! Experience Marketing is changing the marketing world. Marketers worldwide spend more than \$150 billion on experiential marketing in 2005 and according to a study by HPI Research Group, 68% of surveyed marketing executives spent more on experiential marketing in 2005 than in 2004 and more than half of those executives expect to increase spending in 2006.

... spend more than \$150 billion on experiential marketing.."

The companies that provide the great experiences will be the companies that capture the market share. The deeper and more intricate experiences a company can provide, the more relevant connections it will forge with its clients and customers. By designing great marketing programs that satisfy prospective and existing customers' senses, a company, or its personnel will experience marketing bliss and customers will reward them with their almighty money!

Attend this 2-day interactive workshop which is equipped with the right tools and tips and do just that!

BRANDED CUSTOMER EXPERIENCE MASTERCLASS

How to Build and Deliver Exceptional Experiences to your Customers
29 Oct & 30 Oct 2007 @ The Ritz-Carlton Hotel, Kuala Lumpur

EXPERIENCE MARKETING MASTERCLASS

Create Experience-Driven Marketing Programs to Boost Sales & Increase Brand Awareness
31 Oct & 1 Nov 2007 @ The Ritz-Carlton Hotel, Kuala Lumpur

Your Mentor

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, **Europtronic**, 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.

Who should attend:

Branded Customer Experience - 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 & PR
- ◆ Call Center
- ◆ Sales & Marketing
- ◆ Branding
- ◆ Key Account Management
- ◆ Channel/Distribution
- ◆ Business Development
- ◆ Top Management

**Hurry!
Limited to 30
participants only!**

Experience Marketing Masterclass - 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

**Hurry!
Limited to 30
participants only!**

Course Timing

Registration and breakfast will be at 8:30am on both days. Training will commence at 9am and conclude at 5pm. Lunch will be at 12noon to 1pm. There will be two short breaks for refreshments each day.



Register in a group of 3 to get a copy each, of Jerome's widely-acclaimed book, **The Brand Theatre** accompanied with its powerful workbook!



Branded Customer Experience Masterclass

How to Build and Deliver Exceptional Experiences to your Customers
29 Oct & 30 Oct 2007 @ The Ritz-Carlton Hotel, Kuala Lumpur

Course Contents

DAY ONE

INTRODUCTION TO BRANDED CUSTOMER EXPERIENCE
DEFINING BRANDS AND CUSTOMER EXPERIENCE
DIAGNOSING YOUR CURRENT SITUATION
THE IMPACT OF CUSTOMER EXPERIENCE
THE FOUR STAGES OF CUSTOMER EXPERIENCE
CUSTOMER LOYALTY IN THE EXPERIENCE ECONOMY
DEFINING BRAND DNA
DEFINING TARGET AUDIENCE
LINKAGE OF BRAND DNA TO EXPERIENCE
SUMMARY AND GROUP EXERCISES

DAY TWO

STAGING AND DESIGNING THE CUSTOMER EXPERIENCE
DEFINING PHYSICAL VALUE DRIVERS
SENSORY EXPERIENCES FOR BETTER SERVICES
DEFINING EMOTIONS AND HOW TO USE THEM
USE OF MIND MARKETING TO CREATE CONNECTIONS
USE OF SOCIAL MARKETING TO BUILD CUSTOMER COMMUNITIES
UNDERSTANDING CUSTOMER EXPECTATIONS
TOUCHPOINT MAPPING
CONTINUOUS INNOVATION OF EXPERIENCE
SUMMARY AND GROUP EXERCISES

"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**

"Great work, Jerome! There was a lot of materials covered in this workshop. I learnt that We are the Brand and we all need to align ourselves to the Brand to be successful as a business." **Ian Anderson, President, XFactor Consolidated Sdn Bhd, Malaysia**

Experience Marketing Masterclass

Create Experience-Driven Marketing Programs to Boost Sales & Increase Brand Awareness

31 Oct & 1 Nov 2007 @ The Ritz-Carlton Hotel, Kuala Lumpur

Course Contents

DAY ONE

DEFINE THE MEANING OF EXPERIENCE MARKETING
UNDERSTANDING YOUR BRAND
CREATING TRUE ENGAGEMENT WHILE DELIVERING A BRAND WITH PERSONALITY
RESEARCH AND EXPERIENCE MARKETING
EXPERIENCE MARKETING IN PLACE
EXPERIENCE MARKETING IN PRODUCT
EXPERIENCE MARKETING IN PROMOTION
EXPERIENCE MARKETING IN PRICE
EXPERIENCE MARKETING IN PEOPLE

DAY TWO

DEVELOPING AND EXPERIENTIAL MARKETING MODEL
EXPERIENTIAL EVENT MARKETING TO LAUNCH A NEW BUSINESS AND A NEW BRAND
VIRAL MARKETING TO LAUNCH A NEW BUSINESS AND A NEW BRAND
BUZZ MARKETING TO LAUNCH A NEW BUSINESS AND A NEW BRAND
GUERRILLA / AMBIENT MARKETING TO LAUNCH A NEW BUSINESS AND A NEW BRAND
PERMISSION MARKETING TO LAUNCH A NEW BUSINESS AND A NEW BRAND
OTHER EXPERIENCE MARKETING TOOLS
DEVELOP AN EFFECTIVE EXPERIENCE MARKETING COMMUNICATION PROGRAM

"So much ideas, so much tips. This program had it all. Thanks for all the information and Easily the best trainer I have seen a long time." **Michelle Baldasaari, Director, Instituto Espanol, Thailand**

"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**

BRANDED CUSTOMER EXPERIENCE MASTERCLASS

How to Build and Deliver Exceptional Experiences to your Customers

29 Oct & 30 Oct 2007 @ The Ritz-Carlton Hotel, Kuala Lumpur

AND

EXPERIENCE MARKETING MASTERCLASS

Create Experience-Driven Marketing Programs to Boost Sales & Increase Brand Awareness

31 Oct & 1 Nov 2007 @ The Ritz-Carlton Hotel, Kuala Lumpur

Internal Code: CCS 0.02J

Please complete this form immediately and fax back or email a copy to:

Email: Registration@Practicum.com.my

Fax: 006-03-21175311

Name _____
 Job Title _____
 Telephone _____
 Mobile phone _____
 E-mail _____

Branded Customer Experience Masterclass
 Experience Marketing Masterclass

 Name _____
 Job Title _____
 Telephone _____
 Mobile phone _____
 E-mail _____

Branded Customer Experience Masterclass
 Experience Marketing Masterclass

 Name _____
 Job Title _____
 Telephone _____
 Mobile phone _____
 E-mail _____

Branded Customer Experience Masterclass
 Experience Marketing Masterclass

Organization _____
 Telephone _____
 Facsimile _____
 Address _____

Nature of Business _____
 Date _____

CONTACT PERSON DETAILS

Name _____
 Job Title _____
 Telephone _____
 Facsimile _____
 E-mail _____



NOTE: For **ONE PRACTICUM** members, please present your membership serial number when registering for the above.

Contact Us:

Tel: 006-03-21175310 Fax: 006-03-21175311
 Email: Registration@Practicum.com.my

Payment Details:

For Bank Transfer, Cheques or Bank Drafts payable to :

Practicum Strategic Training Provider Sdn Bhd
 HSBC Bank Malaysia Berhad, No 2, Lebu Ampang, 50100 KL, Malaysia.
 Account No. 359-255775-101
 Please quote "BCEEM" and Invoice No. as reference
 Swift Code: HBMBMYKL

(Payment is required within 5 days upon receipt of the invoice.)

Confirmation details and Invoice
 Joining details confirming your participation and an invoice will be sent, once a registration has been received. After receiving payment a receipt will be issued.

Cancellations/Substitutions
 Substitutions are welcomed at any time. All cancellations will carry a 10% cancellation fee, once a registration form is received. All cancellations must be in writing by fax or e-mail at least 5 working days before the event date i.e. **before 19th October, 2007**. Cancellations with less than 5 working days prior to the event date carry a 100% liability.

REGISTRATION NOTE: INVESTMENT FEE

Branded Customer Experience Masterclass		
Regular Fee	SGD 1,995	
Group Rate [3 or More delegates]	SGD 1,995	
Experience Marketing Masterclass		
Regular Fee	SGD 1,995	
Group Rate [3 or More delegates]	SGD 1,995	

FREE!!

Special Complimentary Offer for delegates from Singapore: In conjunction with Visit Malaysia Year 2007, we are offering FREE accompanying 5-STAR Hotel accommodation for the duration of the workshops in Kuala Lumpur.