

# BRANDING & MARKETING SEMINAR 2010

Creating New Dimensions and  
Capturing the Essence of Change



Asian Strategy & Leadership Institute  
*Dedicated To Creating A Better Society*

#### KEY COVERAGE OF THIS SEMINAR:

- Building an Effective Brand Identity in Times of Change and Adversity
- Major Trends and Key Drivers in Branding and Marketing
- What's Still Hold and What's Not in Branding and Marketing?
- Insights into the Route to Global Marketing and Branding and Strategise Your Way Forward
- International Marketing Guidelines
- Consumer Behaviour and Using the 'Fear' Factor in Turbulent Times
- Opening Up to the World of Sensory Branding
- Understanding the Power of Green Marketing and Its Tested Branding Concepts in the Modern Society
- Integrating Effective Digital Marketing Strategies into Your Business Plan

Media Partner

ALL BUSINESS DAILY  
**Malaysian Reserve**



(Subject to approval)

29 June 2010 • Corus Hotel Kuala Lumpur

# BRANDING & MARKETING SEMINAR 2010

Optimism has improved as consumer sentiment took an upward turn from its all time low as recession bottomed out. New approaches to branding have taken a whole new dimension to capture the essence of consumer sentiment during these tough times. How can marketing drive the business forward? Are global brands effectively leveraging marketing scale?

Market leaders stay ahead of their competitors by leveraging on effective branding and state-of-the-art marketing strategies. While achieving cost efficiency will top most organisational priority lists, the art of improving marketing effectiveness truly deserves greater attention. Creating awareness, consideration and preference for a brand's product and services in the shortest possible time determine the efficacy of a company's marketing and branding approach and ROI.

ASLI's Branding and Marketing Seminar 2010 will gather marketing and branding experts, market leaders and marketing professionals knowledge in this one-day event where they will be sharing their experience on today's new approaches and strategies for marketing and branding success. The Seminar will feature insights into the art of effective branding and marketing, new trends and drivers of today's marketing successes, international guidelines for international marketing, using 'fear' to drive sales, introduction into the emotive world of sensory branding, green marketing - going green the next 'it' thing, top 10 digital marketing tactics, e-commerce and corporate rebranding 101.

## OBJECTIVES & BENEFITS OF ATTENDING THIS SEMINAR

- Learn and build your business & marketing success from powerful marketing strategies and tested branding concepts used by top brand owners and successful marketers worldwide.
- Leverage on social networking opportunity and widen your business and marketing network.
- Gain hindsight into how to optimize your business resources at minimum cost.
- Improve your marketing strategies and start planning an effective branding and marketing that works for your business.
- Gain updates on the latest trends and new effective marketing and branding approaches.
- Learn the pitfalls and guidelines on international marketing and tap into the newly enforced China-ASEAN Free Trade Area.

## WHO SHOULD ATTEND

- Chief Marketing Officers
- Branding and Marketing Senior Managers / Managers
- Heads / Senior Managers / Managers of Corporate Communications
- Brand Specialists
- Marketing Communication Officers / Marketing Officers
- Business Entrepreneurs
- International Business Officers
- IT Specialists
- Other Relevant Marketing Professionals



# PROGRAMME OUTLINE

8:30 am Arrival and Registration of Participants / Morning Refreshments

9:25 am WELCOMING REMARKS  
**Dato' Dr Michael Yeoh**  
Chief Executive Officer / Director  
Asian Strategy & Leadership Institute (ASLI)

9.30 am **SESSION 1:  
NEW TRENDS, MAIN DRIVERS AND THE ART OF EFFECTIVE  
BRANDING AND MARKETING**

Under economic pressures, business leaders, in general, tend to put a higher weight on cost efficiency in running their organization and operational procedures. Greater attention on marketing and branding should also be the focus as what they can do to drive business if put into effective use in the current economic environment. While market competition continues to drive new innovations and demands 'out of the box' business solutions from marketeers, effective branding also requires businesses to capture the essence of change.

Thus, this session will center its discussion on the following questions arising:

- Can we continue to build an effective brand out of the economic conundrum? What constitute an effective approach to branding? What are the main drivers of effective branding and marketing?
- Discerning market leaders who are quick to observe the rising trend leverage on the psychological impact of the global economic crisis has on consumers by using 'fear' to drive sales. What are the fundamentals of this approach and how can Malaysian companies use it to turn around their brands? What are the Malaysian experiences?
- In recent times, brands are moving into retail environment where recent brand touchpoints are made and turning into sensory innovations as an alternative solution to conventional advertising. As competition in the retail environment intensifies, how can each brand differentiate itself from the rest? Where do we go from here? What are other options available?

11:00 am **SESSION 2:  
BRANDING AND MARKETING GOING GLOBAL –  
GUIDELINES FOR THE ROUTE TO INTERNATIONAL  
SUCCESS**

This session will explore the subject of global marketing and branding for success and share updates on international guidelines of international branding and marketing and also, advocate how Malaysian companies can tap into international marketing on the newly enforced China-ASEAN Free Trade Agreement (CAFTA).



12:30 pm Lunch

1:30 pm **SESSION 3:  
GREEN MARKETING, THE WAY TO GO?**  
Consumers nowadays are becoming more alert on the impact of their consumption choices on the environment as awareness of global warming and climate change increases. Observation has it that the typical 'green' consumers are no longer certain to be fashion-challenged. 'Green' consumers today are likely to be made up of affluent professional women and people conscious of social responsibility before making a purchase. Green Marketing can be made an effective marketing and branding tools which can build valuable business and policy assets.

This session aims to discuss the prospects of engaging green marketing and its efficacies as follows:

- Malaysians have a most recent quintessential taste of green marketing of 'No Plastic Bag Day' Campaign. However, certain quarters were caught off-guard and were reported not 'aware' of the campaign when making large purchases. How can we effectively roll out green concepts in marketing? What role can policy makers play in this area?
- What would be the most powerful branding concept(s) within green marketing?
- Which would be the best target group and brand touchpoints in green marketing? Which industry/ industries would fare better in green marketing?
- A case study of one of the most successful green companies with green initiatives in Malaysia.

2.30 pm **SESSION 4:  
DIGITAL MARKETING – TAPPING INTO THE FAST-GROWING  
ONLINE BASED CONSUMERISM AND E-COMMERCE**

Digital marketing offers one of the best solutions in low cost marketing strategies in today's fast moving chain of communication and media especially during tough times.

This session will focus on the deployment of digital marketing tactics into your business and building your business through e-Commerce on the followings:

- Top ten digital marketing tactics
- Web Process and costing
- Web analysis and ROI planning
- Matching digital marketing and branding tactics with the nature of business

4:00 pm **SESSION 5:  
CORPORATE REBRANDING 101**

This session will feature a Malaysian conglomerate experience on corporate rebranding exercise and its key success factors and corporate communication strategies that govern the success of the whole exercise.

4:45 pm End of Forum / Refreshments

**NOTES:**

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the seminar and is not responsible for cancellations due to unforeseen circumstances.
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any speaker at the seminar. In addition, the Organiser is not responsible for any copying, republication or redistributions of such statements.
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- Final Programme as at 15 April, 2010.

## REGISTRATION FORM

### 1st Delegate

Dr/Mr/Ms

Position

Tel  Fax

E-mail

### 2nd Delegate

Dr/Mr/Ms

Position

Tel  Fax

E-mail

Organisation's Name

Mailing Address

Approving Manager's Name

Position

E-mail

Human Resource/  
Training Manager

Tel  Fax

E-mail

Bankdraft/Cheque No.

Bank  Amount

### Please indicate the nature of your business

Natural Resources  Construction/Engineering  
 Manufacturing  Communications & IT  Properties  
 Service & Retail  Consultancy  Insurance/Healthcare  
 Education  
 Others, please specify

No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

Marketing  Manufacturing  Service  IT  
 Finance  Personnel  Management  
 Others, Please specify

## REGISTRATION INFORMATION

### REGISTRATION FEES\*

<b>Full Registration Fee</b>	<b>RM1500.00 per delegate</b>
(NOTE: Fee includes lunch, refreshments & summit materials/documentation)	
<b>Early Bird Fee</b>	<b>RM1300.00 per delegate</b>
(NOTE: Before 8 June 2010)	
<b>Special Group Discount</b>	<b>RM1000.00 per delegate</b>
(NOTE: For a group of 3 or more delegates from the same organisation)	
<b>Government Officials</b>	<b>RM1000.00 per delegate</b>

\* NOTE: Registration fee is HRDF SBL Claimable (subject to approval by HRDF)

**VENUE:**  
Corus Hotel Kuala Lumpur

**PAYMENT:**  
The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space availability' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

**FOR PRIVATE SECTOR:**  
The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

**FOR GOVERNMENT OFFICIALS:**  
A Local Order (LO) or letter of approval to participate must be presented before the event.

**SUBSTITUTION/CANCELLATION:**  
Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus **10% service charge** will be sent to the said delegates if cancellation is received in **WRITING** by **15th June 2010**. No refund will be made for cancellation received after **15th June 2010**.

### BRANDING AND MARKETING SEMINAR 2010

**29 JUNE 2010**

### REGISTRATION

Send/fax this entire form (or a photocopy) to:

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