

RESULTS DRIVEN STRATEGIC ORGANISATIONAL BRANDING FOR CEOs, DIRECTORS & GENERAL MANAGERS WORKSHOP

Date : 28th July 2016

Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

Every single organization has its own personality, its own identity, its own set of characteristics. As the business landscape gets increasingly competitive, it's more important than ever to brand your organization by clearly conveying your organization's focus, credibility, and unique contributions. The program will provide leaders an encompassing understanding of the world of branding in an experience-based environment.

This program is both conceptual and hands-on brand development based. It embodies 4 modules throughout 1 experiential learning day. Participants will experience the sessions through a combination of short lectures, sharing sessions, group learning activities, action planning and case studies. .

Workshop Learning Objectives

- To execute effective results driven Organizational Branding through an improved understanding of key elements required to develop a winning brand
- To understand the essentials to build a competitive and sustainable brand
- To develop competency in a brand champion with the knowledge and skills to manage and maximize internal resources to develop and build a sustainable brand
- To gain knowledge on current world-class branding benchmark practices
- To develop a clear understanding of brand measurement and how to achieve desired branding & sales results

Who Should Attend?

- Directors
- C-Level
- General Managers
- Top & Senior Management
- Business Owners

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of
Workshop	

Training Methodology

The training methodology will be based on the ATCEN PEAK methodology.

This will include:

- Short lectures
- Role-plays, Games, Activities
- Presentations
- Discussions
- Ideas sharing with continuous evaluation and real time feedback from facilitator.

Facilitated & Marketed by:

ATCENSM

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: Results Driven Organizational Branding in the Experience Economy

- The current market trends and economic evolution impact on organizational competitiveness
- The critical importance of organizational branding in the new economies: knowledge and the experience economy
- The 3 key elements in building a winning brand: Image, People & Process

Module 2: Developing Your Organizational Brand Name

- Identifying your corporate identity & Brand DNA: The Business & Values
- Developing the 3Ps of branding: brand positioning, brand personality, brand promise
- Developing the Brand Image: Logos, Signatures and Acronyms

Module 3: Leveraging on the Organizational Brand to Your Competitive Advantage

- Setting long term brand objectives, establish quarterly brand goals and focusing on immediate monthly brand targets
- Developing and designing key performance indicators (KPIs) to achieve brand objectives
- Developing and designing an effective brand management system that is result driven

Module 4: Critical Brand Leadership to Build Business

Focus and Directions

- Formulating a long term strategic branding plan supported by a clear mission and vision
- Communication: The power of continuous and consistent brand messages: 5 key brand communication strategies
- Developing & managing the key components of a successful integrated marketing communication action plan and implementation program

Program Facilitator

Ernie Chen - Asia's No. 1 Business Coach, TV & Radio Personality, International Speaker & Serial Entrepreneur

Ernie serves as the Founder/Group CEO of ATCEN Education Group and the President of PORTMAN College. Ernie has a MA in Communication, BA in Mass Communication and BA in Theatre. He has more than 20 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries.

Ernie is an International Speaker and Serial Entrepreneur. He is better known as Asia's No.1 Business Coach by his peers, colleagues, customers, partners, friends and students for his enthusiasm in building people, brands, businesses and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world travelled speaker with a proven track at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfilment and career transformation.

He is also renowned local Film Director and Producer for Box Office Film. In the area of branding and marketing, Ernie has worked with many MNCs and other 20 start-up companies with MSC status.

CLIENTELE

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
Affin Bank Berhad
Aims Data Centre Sdn Bhd
Airfoil Services Sdn Bhd
Ajinomoto (M) Bhd
Alcan Packaging Malaysia
Alcatel-Lucent Malaysia Sdn Bhd
Alliance Banking Group
Allianz Life Insurance Malaysia Berhad
ALSTOM Asia Pacific Sdn Bhd
Amanah Raya Berhad
AmBank (Malaysia) Berhad
AmG Insurance Bhd
AmLife Insurance Berhad
Amway (M) Sdn Bhd
Arachem Tech Training Centre
Autoliv Hirota SRS Sdn Bhd
Automobiles Peugeot
AXA Affin General Insurance Bhd
Axon Solutions Sdn Bhd
Bank Islam Malaysia Bhd
Bank Muamalat
Bank Negara Malaysia
Bank Rakyat
Beaufour Ipsen International
BlueScope Steel (M) Sdn Bhd
BMW Malaysia Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd
Business Information Technology
Byte Craft Sdn Bhd
Canon Marketing (M) Sdn Bhd
Celcom (M) Sdn Bhd
Central Forwarding Agency Sdn Bhd
Century Total Logistics Sdn Bhd
Chemopharm Sdn Bhd
CIMB Bank Berhad
CL Computers (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd
CNI Enterprise (M) Sdn Bhd
Colgate-Palmolive (M) Sdn Bhd
Computer Systems Advisers (M) Berhad
Credit Guarantee Corporation (M) Bhd
CSC Malaysia
D G Kom Sdn Bhd
Dagang Net Technologies Sdn Bhd
Datacom South East Asia (M) Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd
Dell Global Business Center Sdn Bhd
DHL Express (Malaysia) Sdn Bhd
Dialog Telekom Limited
Diethelm (M) Sdn Bhd
DiGi Telecommunications Sdn Bhd
Dumex (M) Sdn Bhd
East of Suez Holdings Sdn Bhd
ECM Libra Investment Bank Berhad
ECS Pericomp Sdn Bhd
Edaran Tan Chong Motor Sdn Bhd
e-Genting Sdn Bhd
Entellium Technologies Sdn Bhd
EON Bank Berhad
EPF Social Security Training Institute (ESSET)
EPIC-I Sdn Bhd
EPS Computer Systems Sdn Bhd
Ericsson Malaysia
Etiqa Insurance Bhd
Etiqa Takaful Bhd
Euratech (Malaysia) Sdn Bhd
Formis Software Dynamics Sdn Bhd
Fresenius Medical Care Malaysia Sdn Bhd
Frontline Technologies Malaysia Sdn Bhd
FSBM Mantissa (M) Sdn Bhd
Fuji Xerox Asia Pacific Pte. Ltd
Fujitsu (Malaysia) Sdn Bhd
Gagasan Carriers Sdn Bhd
Gapurna Technologies Sdn Bhd
Genting Information Knowledge Enterprise Sdn Bhd
Global Transit Communications Sdn Bhd
Group Associated (C&L) Sdn Bhd
Grundfos Pumps Sdn Bhd
Gucci (Malaysia) Sdn Bhd
Guinness Anchor Berhad
HeiTech Padu Bhd
Hewlett-Packard Sales (M) Sdn Bhd
Hilton Petaling Jaya
Honda Malaysia Sdn Bhd
ICI Paints (Malaysia) Sdn Bhd
IITC Global Technology Sdn Bhd
IMU Education Sdn Bhd
InfoConnect Sdn Bhd
ING Insurance Bhd
interTouch (Malaysia) Sdn Bhd
iPerintis Sdn Bhd
Islamic Banking and Finance Institute Malaysia Sdn Bhd
ISS Consulting (M) Sdn Bhd
IT-365 Malaysia Sdn Bhd
ITApps Sdn Bhd
Jabatan Pengangkutan Jalan
Jabatan Pentadbiran Latihan
Jebson & Jessen Communication Solutions (M) Sdn Bhd
Johnson Controls (M) Sdn Bhd
Kannal Solutions Sdn Bhd
Keretapi Tanah Melayu Berhad
Kolej Yayasan UEM
Kualiti Alam Sdn Bhd
Kurnia Insurance (M) Bhd
Lafarge Cement Sdn Bhd
Majlis Amanah Rakyat (MARA)
Malayan Banking Berhad
Malayan Cement Industries Sdn Bhd
Malaysia National Insurance Berhad
Malaysian Assurance Alliance Berhad
Maxfame Technologies Sdn Bhd
Mayban Fortis Holdings Berhad
Mayban General Assurance Berhad
MBF Cards (M) Sdn Bhd
McKinnon & Clarke Sdn Bhd
MEASAT Satellite Systems Sdn Bhd
Media Prima Berhad
MEPS (1997) Sdn Bhd
Mesiniaga Bhd
Mexter MSC Sdn Bhd
Mid Valley City Sdn Bhd
MISC Berhad
Mitsui-Soko (M) Sdn Bhd
MnEBay (M) Sdn Bhd
MNRB Holdings Berhad
Modipalm Engineering Sdn Bhd
MOHR
Malaysian Life Reinsurance Group Bhd
Multimedia College
N2N Connect Berhad
NCH Corporation (M) Sdn Bhd
NEC Corporation of Malaysia Sdn Bhd
Netstar Advanced Systems Sdn Bhd
OCBC Bank (M) Bhd
OMD (M) Sdn Bhd
Optimal Chemicals (M) Sdn Bhd
Oracle Corporation (M) Sdn Bhd
P&O Global Technologies Sdn Bhd
PanGlobal Insurance Berhad
Paradigm Systems Berhad
Pembangunan Sumber Manusia Berhad
Perbadanan Bekalan Air Pulau Pinang
Pernecc Corporation Berhad
Pharmaniaga Logistics Sdn Bhd
Plus Expressways Berhad
Power Innovations Sdn Bhd
Premier Lubricants (M) Sdn Bhd
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Prudential Services Asia Sdn Bhd
Rangkaian Segar Sdn Bhd
REDtone Telecommunications Sdn Bhd
Rentwise Sdn Bhd
RHB Bank Berhad
Ricoh (Malaysia) Sdn Bhd
Rohas-Euco Industries Bhd
SAINS Sdn Bhd
Samsung Malaysia Electronics (M) Sdn Bhd
Sapura Research Sdn Bhd
Sarawak Information Systems Sdn Bhd
SCAN Associates Berhad
Scope International (M) Sdn Bhd
Shangri-La Hotels Marketing Sdn Bhd
Shell IT International Sdn Bhd
Shell Malaysia Trading Sdn Bhd
Signature Manufacturing Sdn Bhd
Skynet Worldwide (M) Sdn Bhd
SnT Global Services Sdn Bhd
Sony BMG Music Entertainment
Southern Bank Berhad
Standard Chartered Bank
Star Publications (Malaysia) Berhad
Sumiso (M) Sdn Bhd
Sun Media Corporation Sdn Bhd
Sunway Holdings Bhd
Sunway Pyramid Sdn Bhd
Suruhanjaya Syarikat Malaysia
Takaful Ikhlas Sdn Bhd
Taylor's College Sdn Bhd
Teknicast Sdn Bhd
Teknik Janakuasa Sdn Bhd
Teledirect Telecommerce Sdn Bhd
Telekom Sales & Services Sdn Bhd
Telekom Smart School Sdn Bhd
Telshine Sdn Bhd
Tenaga Nasional Berhad
The Media Shoppe Bhd
The Nielsen Company (Malaysia) Sdn Bhd
TIME dotCom Bhd
TM Asia Life (Malaysia) Berhad
Tokio Marine Insurans (M) Bhd
TT dotCom Sdn Bhd
Tyco Fire, Security & Services Sdn Bhd
UCB Pharma Asia Pacific Sdn Bhd
UEM Academy Sdn Bhd
United Overseas Bank (M) Berhad
University of Malaya
VADS Berhad
ViewPoint Research Corporation Sdn Bhd

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Information

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