

PUBLIC SECTOR BRANDING IN ASIA


9 - 10 December 2003, Grand Hyatt Singapore

If your management function relates to corporate reputation, public relations, corporate communications, marketing communications and corporate affairs, **this workshop is just for YOU!**

Workshop Leader

Dr Paul Temporal

International renowned expert on brand creation, development and management

Author of a series of international best-sellers



Latest release



FREE to all participants!

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Dear Executive

What do you think of when you see or hear these countries being mentioned?

Singapore, China, India, Japan, Malaysia, Thailand, France, Brazil, New Zealand, USA.

What do you associate them with? What image do you have of them? Do these countries portray a good or bad image for you?

Whether you like it or not, like corporations and individuals (not least to mention actors and politicians), every nation has a brand. It is this branding that impacts a country's marketability, foreigners' attitudes towards the country's products and services, and its ability to attract investment, businesses and tourists.

"National branding propels the education sector into fast lane for New Zealand"
- National Business Review, August 2002

"National prosperity is created, not inherited"
- Michael Porter

There is certainly a case for national branding. To portray a positive image, a country must take conscious efforts to plan branding as part of its national strategy.

Workshop Objectives

A specially designed workshop by the international renowned expert on *brand creation, development and management*, Dr Paul Temporal, this programme will show you:

- What are the rewards of branding for countries?
- How branding affects public sector branding?
- How branding can enhance effectiveness in the public sector?
- Why do Asian countries need branding?
- How the National Brand Effect and National Brand Identity develop?
- How negative National Brand Effect can be reversed?
- What steps to take to build powerful national brands?
- How important it is to have brand management and guardianship of the image of national brands?

Target Audience

Packed with insightful case studies and practical examples, this workshop is highly relevant and beneficial for GMs, Directors, Managers, Heads of Department, Executives of:

Corporate Affairs • Corporate Communications • Public Relations • External Relations • Corporate Relations
• Public Affairs • Marketing Communications • Feedback • Media Relations • Corporate Services • Internal Communications • Public Communications • Community Relations •

Workshop Agenda

Session 1: Opening Perspective

- Branding and marketing - some myths
- Why countries need branding?
- The benefits of branding at national level
- Strategic branding opportunities for India

Session 2: The Nation Brand Effect

- What is the Nation Brand Effect (NBE)?
- Examples of good NBE's

- Examples of bad NBE's
- The link between corporate brands and national brands

Session 3: Establishing a Brand Vision

- What is a brand vision?
- The importance of having a brand vision
- Balancing national aspirations
- The need for inclusivity in building a national brand strategy



About Dr Paul Temporal

Dr Paul Temporal is the leading global expert on brand creation, development and management with over 20 years of experience in consulting and training. He has worked with leading companies and governments, and is well known for his practical and results-oriented approach.

Dr Paul Temporal has also published widely. His best sellers include **Corporate Charisma: How to Achieve World-class Recognition by Maximising Your Company's Image, Brands and Culture**, **Strategic Positioning: Creating Growth, Generating Profits, Achieving Performance**, **Branding In Asia: The Creation, Development and Management of Asian Brands for the Global Market**, **Hi Tech Hi Touch Branding: Creating Brand Power in the Age of Technology**, **Romancing The Customer: Maximising Brand Value Through Powerful Relationship Management**, **Advanced Brand Management: From Vision to Valuation** and **22 Immutable Laws of Marketing in Asia**.

His latest book is **Public Sector Branding In Asia** which will be published in November 2003.

Organisations for which he has consulted, both local and international, include:

Public Sector

The Thatcher Administration, British Civil Service, World Bank, European Community, and several European, African and Asian governments. Some examples of the assignment undertaken by Dr Temporal are:

- **Asia Pacific Economic Cooperation (APEC):** Two-day conference on brand building for nations and companies.
- **Canada:** Advisory work on re-positioning Canada in Asia.
- **China:** Brand strategy advice to government on how to develop China's top 100 brands for global competition.
- **Great Britain:** Re-positioning Britain in Asia. Worked with the *Foreign and Commonwealth Office*, *Department of Trade and Industry*, the *British Council* and other organisations to gain inclusivity in brand strategy formulation & implementation.

- **Malaysia:** *Malaysia Tourism Promotion Board:* global research and brand strategy to develop Malaysia's image as a top tourist destination.
- **Malaysia:** *Ministry of Finance:* Created brand names, architecture and strategies for a new range of offshore financial services products.
- **Malaysia:** *MIMOS:* Created a brand strategy, carried out brand strategy implementation training, and did advisory work on brand management and guardianship.
- **New Zealand:** Worked with government and private sector to develop a new brand strategy for Asia.
- **Singapore:** *Info-Communications Development Agency:* Global positioning strategy development .
- **Singapore:** *Jurong Town Corporation:* A substantial re-positioning exercise lasting over one year.
- **Singapore:** *National Trade Union Congress:* Creation of a master brand strategy to cover member unions, co-operative businesses and other institutional interests.

Private Sector

Marks and Spencer, British American Tobacco, China Power and Light, Maybank, Sime Darby Group, Malaysia Airlines, Standard Chartered Bank, Intel, Motorola, Panasonic, Touch 'N Go, Fraser & Neave, Times Publishing, Raffles International, Cerebos etc.

Dr Paul Temporal was educated at Leeds and Oxford Universities in the UK, and holds Bachelor, Master and Doctoral degrees in Management. He also holds a degree in Economics and a post-graduate Certificate in Education. Dr Temporal was also recently conferred a visiting professorship from *Jiao Tong University* in Shanghai in 2002, one of the most prestigious universities in China. He had also sat on the management committee for the Commonwealth games in KL. He has lived in Asia for the past 18 years.

Session 4: Establishing the Brand Platform - Brand Personality

- Creating a powerful brand personality
- Case examples
- Exercise on determining the brand personality vis a vis the competitors

Session 5: Establishing the Brand Platform: Brand Positioning

- Creating a powerful public sector brand position
- Case examples

- Exercise on determining the national brand positioning vis a vis the competitors
- Options for positioning - exercise

Session 6: Key Factors to Consider in Building a National Brand Image

- Addressing Intra-brand competition
- Key vectors in building a national brand image
- Public Sector Brand Management
- The role of Brand Ambassadors
- Case examples

Methodology

The workshop is highly participative in nature. As such, discussions and exercises will be very much to the fore. You will be able to benchmark yourselves against global case studies and learn from insightful real life examples.

Workshop Schedule

Day One

Registration : 08:15 - 09:00 hours

Workshop : 09:00 - 17:00 hours

Day Two

Registration : 08:15 - 09:00 hours

Workshop : 09:00 - 14:00 hours

Buffet lunch, morning and afternoon tea-breaks will be provided for at the workshop.

Facilitation

The workshop will be facilitated by Dr Paul Temporal, who will present materials from several countries with which he has worked on national and public sector branding issues.

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Visit us at www.partners-conference.com

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Registration fee \$1,495 nett per person

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YES! Please register me / us:

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