

Author of:
The Brand Theatre: Staging Extraordinary Branded Customer Experiences
Turn Me On: The Extraordinary Guide to Personal Branding

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 both internally and externally. 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 experiences.

Having consulted more than 1,000 organisations 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. Jerome Joseph works with management teams to grasp the nature of the emerging functions of the Experience Mindset and envision their role in it - whether it be staging brand experiences or guiding brand transformations.

Jerome has worked with global companies like Agilent, AIA, Bausch and Lomb, Bristol Squibs Myers, Cathay Organisations, CHUMES, Citibank, Civil Aviation Authority Singapore, Coffee Grounds, DBS, DHL, Electrolux, Emirates, Europronic, Grand Hyatt Hotel, Great Eastern, Hitachi Zosen, Infocomm Development Authority, Idealsoft, Logitech, Malaysian Airlines, Marriott Hotel, Microsoft, Ministry of Education (Singapore), MobileOne, Montblanc, MTV, Nike, OCBC, Optus, OUB, Parkway Healthcare, PharmaAsia, Pricewaterhouse Coopers, SCM Microsystems, Sentosa, Singapore Airlines, Singapore Technologies, Singtel, Sky Blue Airlines, SOXAL, Standard Chartered Bank, Starhub, Swarovski, Temasek Polytechnic among many others to create unforgettable brand/customer experiences.

Jerome is part of the International Speaking Federation and conducts keynotes, customised training programmes and seminars on a regular basis for organisations 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 Programmes 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).

Who should attend

This Branding Leadership Certification Bootcamp has been researched with and designed for Directors, Managers, Senior Vice-Presidents, Vice-Presidents, Specialists, Officers, Leaders and Consultants of:

- Internal Communications
- Employee Communications
- Marketing
- Corporate Communications
- Public Affairs
- Human Resources
- Employee Relations
- Strategic Planning
- Corporate & Brand Identity
- Brand Development
- Brand Management
- Internal & External Marketing
- Business Development
- Public Relations
- Integrated Marketing Communications
- Training & Development
- And all those interested in creating brand ambassadors within their organisations.

For registration / enquiries, please contact:
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Events	Date(s)	Fees (Nett per person)
Branding Leadership Certification Bootcamp – BLB (5 days)	22 – 26 Sep 2008	S\$4,485 (save S\$500)
2 Combined Sessions		
Session 1 & 2 OR (3 days)	22 – 26 Sep 2008	S\$2,740 (save S\$250)
Session 1 & 3 (3 days)	22, 25 – 26 Sep 2008	S\$2,740 (save S\$250)
Session 2 & 3 (4 days)	23 – 26 Sep 2008	S\$3,640 (save S\$350)
Individual Sessions		
Session 1	22 Sep 2008	S\$995
Session 2	23 – 24 Sep 2008	S\$1,995
Session 3	25 – 26 Sep 2008	S\$1,995

Enjoy group discounts when you register at least 3 persons from the same organisation.

Yes, please register me / us for

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3. _____	_____	_____	<input type="checkbox"/> BLB <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3
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Branding Leadership Certification Bootcamp

22 - 26 Sep 2008, Swissotel Merchant Court Singapore

Conducted by: **Jerome Joseph**
 International Speaker, Trainer, Consultant and Author

Save \$500 when you sign up for the 5-day bootcamp!

Fuel your brand with the power to grow global in this exciting 3 part training series.

In this intensive, engaging and stimulating bootcamp, you will discover the **key elements, innovative strategies** and **world class solutions** to stimulate brand growth in a globalised, experience economy and how your company can shape minds, messages and market share through brand experiences.

Or you can select to attend any of these 3 sessions

- 1) Brand Revolution and Innovation, 22 Sep 2008**
 Understanding trends & customers and shaping minds, messages & market share
- 2) Branding Strategy & Execution, 23 & 24 Sep 2008**
 Creating cutting edge brand strategy and learning how to execute your brand through experience marketing techniques
- 3) Branded Customer Experience, 25 & 26 Sep 2008**
 Crafting and delivering the extraordinary experience for your customers

Path of Branding Leadership Certification



"I'm thrilled I attended; great speaker, great insights on Branding and great networking."

-Martina Engler-Smith, **Vice President, Corporate Marketing, Schott AG**

"Extremely worthwhile. I took away so many good ideas from this programme."

-Samuel Meyer, **Executive Vice President, Omni Food Industries**

"Your presentation was great and provided insights on the subject of branding for Group Audit. At least people now realize that we are not only about doing our job well but to be received and perceived as a brand."

-Larry Lam, **Group Audit Head, OCBC Bank Singapore**

"Great work in helping us build our brand through the programme. Your process was systematic and easy to implement. Excellent reviews and we look forward to our next workshop in building our brand internally through creating Brand Champions."

-Bella Chin, **Vice President QPI, OCBC Bank, Singapore**

"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, **CEO, Silver Productions, USA**

"Exceed my expectation. Packed filled with content & new insights"

-Vivien Goh, **Corporate Communication Manager, DSO National Laboratories**

"Jerome is an excellent facilitator and trainer"

-Shirley Siew, **Chief Operating Officer, Ibratro Pte Ltd**

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 MARKETING
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Guide

{BRAND}
 THEATRE
 branded experiences

brand1
 @brandone

A POWERFUL VIEW OF FUTURE CONSUMER CHOICES AND ATTITUDES is critical to your business.

This session is designed to give you a comprehensive understanding of the current and evolving consumer trends.

You will gain an invaluable insight into how consumers' changing lifestyles should inform strategies in product development, branding, marketing and retailing.

This enlightening session is backed by our extensive portfolio of knowledge, insights and findings uncovered by our ethnographers, anthropologists and sociologists, followed by an interactive discussion of today's consumer and marketplace.

- Learn about the latest trends that are shaping the world
- See how these trends can help you in build your brand through innovation and strategy
- Update your strategy to reflect the major developments in the market place and
- Identify the points where you may need to modify the way your business works to ensure they get implemented
- By taking the time to reflect on the latest developments in consumer markets and discuss them with your peers, you can implement strategies that better differentiate your brand in the market place.

SPECIAL FEATURES

- Insights of the 2008 trends
- Packed with case studies of brands who have used these trends
- Practical templates, tips and strategies to which showcases the latest consumer trends
- Highly interactive and engaging

PROGRAMME AGENDA

- Welcome to the Revolution
Understanding the changes that are taking place in the evolving Brandscape
- Key Marketing Manifestos to live for in this age
Key new marketing ideas which you need to follow or die.
- Global Branding
- MSP not USP
The role of the individual consumer in product positioning
- 30 Consumer Trends
Exploration of the 30 key consumer trends and how this can affect your business
- The Captive Customer
How do you build consumer loyalty and retention through trends

DAY ONE: THE BRAND STRATEGY - CREATING AND EXECUTING A WINNING BRAND STRATEGY

Are you worried that your organisation's products or services are no longer viewed as unique by the market? Should you keep, merge or rationalise your brands? What is the essence of your brand and how does this drive business strategy?

A great strategy is a prerequisite to a winning brand campaign. But no great strategy ever sold an extra case, except when magnified by a great execution. The ability to not only strategise, but transfer the strategy into a no-compromise execution is one of the most critical areas of expertise of great marketers.

Whether you have an existing brand strategy or are thinking about developing a new strategy, this session on Brand Strategy will help you evaluate your brand's strengths and will provide you with the tools and techniques you need to formulate a winning strategy.

Good brand strategies are easy to spot, but often hard to develop and maintain. With marketplace issues evolving every day, managers are faced with an increasing number of brand decisions. Brand Strategy Masterclass provides you with a comprehensive approach for developing and implementing an effective Brand Strategy.

LEARNING BENEFITS

This session will show you how the experts are doing it, and then give you overview of the planning tools to do it for your company. This interactive masterclass gets your audience involved in discovering how to

- Spot the forces that will shape the business environment tomorrow and map your brand strategies around it
- Identify the latest trends in strategising your organisation's brand
- Recognise the characteristics of successful brand management
- Ceate a brand platform
- Develop a brand strategy to successfully compete in a global economy
- Use the latest brand strategic tools and techniques to achieve brand excellence
- Design an internal brand strategy
- Create the bridge from brand strategy to strategic communication through implementation and change
- Use brand strategy to create a total brand experience

DAY TWO: BRAND EXECUTION – EXPERIENCE MARKETING AND BRANDING FOR THE NEW AGE MARKETERS

Maybe you've heard the rumblings about branding and experience marketing - getting the customer "involved" in the transaction, but how do you like to find out how to turn the power of this tool into a competitive advantage for your brand. This cutting edge presentation is loaded with exciting new examples from large and small companies alike.

Smart business leaders see marketing as more than a department; it's a philosophy and belief system for the entire organisation that puts the customer and not the company's own needs – in the centre of the universe. Companies who understand this deliver memorable experiences that compel customers to share their knowledge with others.

An ongoing emotional attachment between brand and customer is the ultimate aim of branding and experience marketing, in an era where marketers struggle with audience connection in a cluttered world. The delivery is through a unique experience which can only be created by the brand – giving brand owners a higher degree of control.

LEARNING BENEFITS

The presentation focuses on how to create these experiences, the rules of engagement and then shows you the tools which you need. Popular experiential Tools such as blog, viral, ambush, guerrilla, buzz, events are some of the tools that we will focus on.

The session will show you how the experts are doing it, and then give you overview of the planning tools to do it for your company. This interactive session gets you, the audience involved in discovering:

- The top experiential considerations - you'll get a fresh perspective on how these essential considerations can link-up with your brand strategy and deliver more than simply fun for the client or customer.
- How to turn key decision drivers into experiential elements. - you'll learn first hand how to dissect your customer's behaviour and find clues to the ideal experiential elements?
- How to use experiential marketing tools like guerrilla, roach, ambush, blog, buzz, events & viral marketing to build your marketing campaign?
- New and exciting opportunities to create relevant, commercial brand experiences.
- How you can engage your customers in close personal ways that create emotions, memories and loyalty?
- How you can move the needle on brand awareness, perception, preference and consideration?
- What experiential marketing tactics most effectively impact consumer?

“ Brand Experience is bigger than customer service in that it is thefull, end-to-end experience.”

- Jeff Bezos, CEO. Amazon.com

Now, more than ever, simply providing your customer a service is no longer sufficient. You need to differentiate yourself from the competition and provide your customers with an experience that delivers your brand promise and keeps your customers loyal.

This is a comprehensive session that shows you how you can set your organisation up to deliver the ultimate branded customer experience. You will find out why your service needs to be branded, the points to consider as you build your brand, the importance of playing to customers' emotions and finally helps you to ensure that your brand is delivered at each and every touch point.

In today's highly competitive arena, branding your customer experience is not an option, it is part and parcel of how you run your business. Learning how to engineer your branded customer experience is surely one way to heighten your service quality and make your brand come alive.

LEARNING BENEFITS

- Describe the importance of the customer experience economy and its impact on organisations
- Diagnose the current customer experience situation for your organisation
- Define branded customer experience and breakdown its components
- Define a brand promise that communicates what customers can expect
- Design a branded customer experience that differentiates your company
- Construct strategy maps to link initiatives to your chosen direction
- Explore case studies of great experience focused brands

Southwest Airlines
Ritz Charlton
Disney
Las Vegas
Virgin
Harley Davison
Whole Markets

Banyan Tree
Geek Squad
Singapore Airlines
Krispy Kreme
Starbucks
Changi Airport
First Direct
SKF

PLUS: We would be featuring Brands that have failed! We won't mentioned the names here for a risk of lawsuit but we promise you we will talk about these brands in the session.

PROGRAMME AGENDA

- **Introduction to Branded Customer Experience**
What's the hype all about? Looking at the Big Picture.
- **Defining Brands and Customer Experience**
What does it truly mean and what does it entail?
- **Diagnosing the current situation**
Understanding the current situation of your organisation in terms of Branded Customer Experience
- **The Impact of Customer Experience**
Understanding how Customer Experience can create your competitive advantage on your Brand and organisation.
- **The four Stages of Customer Experiences**
Looking at the key stages of Customer Experience and how to get there.
- **Customer Loyalty in the Experience Economy**
Understand how loyalty works and how to create loyal customers that love the brand
- **Defining Brand DNA**
Looking into your Brand and understanding your Brand Platform in relation to your Customers
- **Linking Brand DNA to Experience**
Understanding how your Brand can guide the right behaviours for staff
- **Staging & Designing the customer experience**
Creating plans to stage and build your customer Experience
- **Defining Physical Value Drivers**
Looking at Physical Drivers and how this can help drive your Brand
- **Sensory Experiences for better Service**
Create the right steps upgrade your experience through the use of all 5 senses.
- **Defining Emotions and how to use them**
Connecting to your customers through emotions.
- **Use of Mind Marketing to create connections**
Using the power of the mind to engage your customer.
- **Use of Social Marketing to build customer communities**
Building networks and social communities as well are creating a Corporate Social Responsibility Plan.
- **Understanding Customer Expectations**
Learn how to "under promise and over deliver" and proven strategies to exceed customer expectations that are aligned with your brand
- **Touch point Mapping**
The highlight of the workshop! Building a complete Touch point Map for your Organisation that is aligned to your brand.
- **Continuous Innovation of Experience**
Building and Managing a future for your
- **Branded Customer Experience**

