

Attend this insightful event & discover how to ride on next big wave of marketing ~ Experience Marketing!

Experience Marketing Masterclass

Create Experience-Driven Marketing Programmes to Boost Sales and Increase Brand Awareness

Register and pay by 31 Jan 2008 to enjoy early bird discount of S\$150.



Testimonials

"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 realise that we are not only about doing our job well but to be received and perceived as a brand."
- 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."
- Vice President QPI, OCBC Bank, Singapore

"So much ideas, so much tips. This programme had it all. Thanks for all the information. Jerome is 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"
- Corporate Communication Manager, DSO National Laboratories

"Jerome is an excellent facilitator and trainer"
- Chief Operating Officer, Ibratro Pte Ltd

Registration

For registration / enquiries, please contact:
Partners Conference & Event Management Pte Ltd (Reg. No. 200210370R)
Tel: 65-6288 1273 Fax: 65-6288 1293
Email: enquiries@partners-conference.com www.partners-conference.com

Experience Marketing Masterclass
23 - 24 Apr 2008, Sheraton Towers, Singapore

Register and pay before 31 Jan 2008 S\$1,645 nett per person (save \$150)
Register and pay after 31 Jan 2008 S\$1,795 nett per person

(Team discount is available for a team of 3 or more delegates)

Yes, please register me / us for

| Name of Delegates | Designation | Email |
|-------------------|-------------|-------|
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| 2. _____ | _____ | _____ |
| 3. _____ | _____ | _____ |

Approving Manager

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Receive a free copy of "The Brand Theatre" by Jerome Joseph

23 - 24 Apr 2008
Sheraton Towers, Singapore

Masterclass Leader

Jerome Joseph
International Speaker, Trainer, Consultant and Author

Organised by:

PARTNERS
Conference & Event Management
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Supporting Organisation:



Experience Marketing Masterclass

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Why This 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 programme 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!

Attend this two-day interactive masterclass which is equipped with the right tools and tips and learn how to create experience-driven marketing programmes to boost sales and increase brand awareness!

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.

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 programmes 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!

Key Learning Benefits:

- Understand the impact experience marketing has on your business or career;
- Learn the rule of engagement when delivering your brand through various channels
- Find out what are the result-proven tools such as blog, viral, ambush, guerilla, buzz, event etc, their functions and strategies;
- Leverage on the proven techniques and winning strategies that would most effectively impact customer-purchase decisions;
- Identify new opportunities in gaining new business clients while maintaining the loyalty of our existing ones;
- Discover effective ways of creating a buzz for your marketing;
- Design and map out experience marketing communication programme that works!

Who Should Attend

This masterclass is highly participative and interactive. Packed with real-life case studies, practical group exercises, this intensive masterclass is highly practical and useful to:

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
- Integrated Market Communication
- Top Management



DAY ONE: 23 Apr 2008

- 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: 24 Apr 2008

- 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 programme

Your Masterclass Leader

Jerome Joseph

MA Strategic Brand Communication

Author of:

The Brand Theatre: Staging Extraordinary Branded Customer Experiences

Turn Me On: The Extraordinary Guide to Personal Branding

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.

Over the last 10 years, he has built up a wealth of practical experience, working with organisations in Asia Pacific and US. Jerome began his career in the Communication Industry, where later he became Group Account Director for an Experiential Branding agency before starting two companies with several partners providing Brand Consultancy and Training to organisations around the world. His Brand Consultancy is called The Brand Theatre (www.thebrandtheatre.net) and his Brand Training is called Brand One (www.brandone.us)

Jerome has worked with global companies like DHL, Standard Chartered, Great Eastern, Microsoft, Singtel, AIA, Montblanc, Spring Singapore, National Speakers Association of America, Civil Aviation Authority Singapore, Scanteak, Sky Blue Airlines, Malaysian Airlines among many to create unforgettable 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 Joseph 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).