



GLOBAL EXECUTIVE
BRAND STRATEGY
MASTER-CLASS

2020



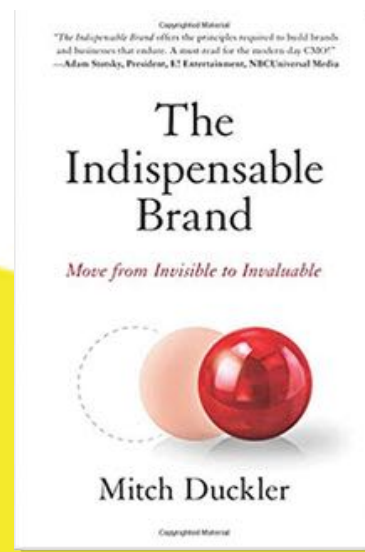
Mitch Duckler

*Global Authority on Brands
and Brand Innovation*

MARCH 25-26
TERRA NOVA HOTEL

**BRAND INNOVATION,
CUSTOMER
EXPERIENCE &
MARKETING
PERFORMANCE
MEASUREMENT**

IMPERATIVES FOR A MARKETPLACE IN PERPETUAL EVOLUTION



Tel: 876-833-3442 or

Email: thinkbrandlab@gmail.com or think@thinkbrandlab.com

A Premium Learning Experience

Think
Brand Strategy

BRAND INNOVATION, CUSTOMER EXPERIENCE & MARKETING PERFORMANCE MEASUREMENT

*IMPERATIVES FOR A MARKETPLACE
IN PERPETUAL EVOLUTION*



OVERVIEW

Brand Innovation, Customer Experience and Marketing Performance; these are three distinctive levers and activation requirements for a marketplace in constant flux. Relentless innovation is brand oxygen and without it brands retire into oblivion. Furthermore, making a 360 degree customer experience work for brands is of vital importance today and more so in an age of digital, participation and engagement. Marketing performance has never been more important. Business leaders are demanding accountability and effective stewardship of brands and marketing spending. However, the long standing question regarding which of our marketing investments is contributing to long-term profitable growth has only exacerbated the challenge for brand leaders and marketing executives in a cumbersome environment characterized by media choice proliferation, marketing sameness and a scary measurability debate. The **2020 GLOBAL EXECUTIVE BRAND STRATEGY MASTER-CLASS: BRAND INNOVATION, CUSTOMER EXPERIENCE & MARKETING PERFORMANCE MEASUREMENT: Imperatives for a Marketplace in Perpetual Evolution** will be inspiring, compelling and transformative.



This 2-Day top-class learning experience will be led by global authority on brands and brand innovation, Mitch Duckler. Mitch is a founder and managing partner of FullSurge, a brand and marketing strategy consultancy based in Chicago, Illinois. He is the author of the highly relevant and engaging best-selling book- *The Indispensable Brand*. In it he suggests a number of noteworthy shifts to the way we view and manage brands that can help eliminate brand monotony and achieve the goal of building desirable brands consumers truly respect, admire and cannot live without. He has more than 25 five years of brand management and management consulting experience at Unilever, The Coca Cola Company, and leading brand consulting firms such as Vivaldi Partners Group and Prophet Brand Strategy, where he co-led the brand strategy practice area. His client base includes Fortune 500 companies and numerous world-class brands, such as *Boeing, U.S. Cellular, Kellogg's, Best Buy,*

Campbell's Soup, NBC Universal, Wrigley, Cox Communications, Alcon, American Family Insurance, The Home Depot, General Electric, ExxonMobil, Deloitte, and Hyatt Hotels. Mitch is a faculty member of the Association of National Advertisers (ANA) School of Marketing.

Participants will benefit immensely from top-notch global insights, and relevant perspectives on the necessity of continuous brand innovation for a marketplace in perpetual evolution. They will also uncover the significance of the customer experience in creating unique and special touches, strong, enduring bonds with customers, and in building positive, defining brand moments. Furthermore, the power of brand storytelling will be unveiled and how it can be used to drive marketing and business objectives. To be sure, the magnitude of digital touch-points is extensive and as such, will not be overlooked. The necessity of having a brand first mindset in digital activation will be emphasized. Lastly, participants will be presented with a hands-on guide and an outline of the critical factors that define a programme of effective marketing accountability. Ultimately, they will be able to sift through the clutter of metrics, measurement and analytic options.



WHO WILL ATTEND

Marketing Managers, Marketing Directors, Chief Marketing Officers (CMOs), Brand Strategists, Brand Leaders, Brand Managers, Product Managers, Marketing Communication Managers, Corporate Communication Managers, C-Level Executives, Vice Presidents, Business Unit Heads, Business Development Managers, Creative Directors, Advertising Executives, Business Consultants, Marketing Consultants, Business Strategists, Growth Managers, and Academics

DAY 1 - Sample Agenda

TIME	DURATION	AGENDA ITEM
8:30 a.m. - 9:00 a.m.	30mins.	REGISTRATION
9:00 a.m. - 9:15 a.m.	15mins.	INTRODUCTION & OBJECTIVES
9:15 a.m. - 10:45 a.m.	1hr. 30mins.	SESSION A: FROM INVISIBLE TO INVALUABLE <ul style="list-style-type: none">• What is Brand Monotony, and what are its Causes?• Brand Differentiation and its Critical Role in Achieving Indispensability• An Evolved Model for Brand Positioning, that Acknowledges an Increasingly Complex Activation Environment
10:45 a.m. - 11:00 a.m.	15mins.	C O F F E E B R E A K
11:00 a.m. - 12:30 p.m.	1hr. 30mins.	SESSION B: INNOVATION AND BRAND-DRIVEN GROWTH <ul style="list-style-type: none">• Incremental vs. Transformational Growth• Brand Positioning: Guardrail vs. Inspiration• Brand Relevance and its Role in Brand Growth and Extension
12:30 p.m. - 1:30 p.m.	1hr.	L U N C H
1:30 p.m. - 3:00 p.m.	1hr. 30mins.	SESSION C: CRAFTING A BRAND-INSPIRED GROWTH PLAN (EXERCISE: TABLES / GROUPS)
3:00 p.m. - 3:15 p.m.	15mins.	N E T W O R K I N G B R E A K
3:15 p.m. - 4:45 p.m.	1hr. 30mins.	SESSION D: BRAND STORYTELLING IN THE WORLD OF BUSINESS <ul style="list-style-type: none">• Story Archetypes and what they mean to brands• Principles and Guidelines for Brand Storytelling• How to Leverage and Activate the Brand Story
4:45 p.m. - 5:00 p.m.	15mins.	Wrap-Up & Close

DAY 2 - Sample Agenda

TIME	DURATION	AGENDA ITEM
8:30 a.m. - 9:00 a.m.	30mins.	REGISTRATION
9:00 a.m. - 9:15 a.m.	15mins.	INTRODUCTION & OBJECTIVES
9:15 a.m. - 10:45 a.m.	1hr. 30mins.	SESSION E: BRANDS IN AN ERA OF DIGITAL ACTIVATION <ul style="list-style-type: none">• The Blurring Distinction Between Physical and Digital Activation• Brand-Inspired Digital Activation• The Role of Brand in Content Marketing and Social Media
10:45 a.m. - 11:00 a.m.	15mins.	C O F F E E B R E A K
11:00 a.m. - 12:30 p.m.	1hr. 30mins.	SESSION F: BRAND-CUSTOMER EXPERIENCE IN A WORLD OF BRAND MONOTONY <ul style="list-style-type: none">• Introducing the Concept of “<i>Brand Experience</i>”• Signature Touch-Points and the Customer Journey• Designing the Optimal Brand-Customer Experience
12:30 p.m. - 1:30 p.m.	1hr.	L U N C H
1:30 p.m. - 3:00 p.m.	1hr. 30mins.	SESSION G: CRAFTING A BRAND-INSPIRED CUSTOMER EXPERIENCE (EXERCISE: TABLES/GROUPS)
3:00 p.m. - 3:15 p.m.	15mins.	N E T W O R K I N G B R E A K
3:15 p.m. - 4:45 p.m.	1hr. 30mins.	SESSION H: BRAND MEASUREMENT & MARKETING ACCOUNTABILITY <ul style="list-style-type: none">• Marketing Accountability and Measuring Outcomes• Business vs. Brand Metrics• Understanding Types of Brand Metrics
4:45 p.m. - 5:00 p.m.	15mins.	Wrap-Up & Close

REGISTRATION FORM

Relevant Data

Registration Date:

Name: (Mr / Ms / Mrs.):

Job Title:

Organization:

Phone: Mobile:

Email address:

Registration

(Please tick appropriate box)

REGISTRATION TYPE	EARLY BIRD Reg. & Payment By Tues Feb.18, 2020	STANDARD Reg. & Payment After Tues Feb.18, 2020
Individuals (4 and less)	US\$970.⁰⁰ Per Individual <input type="checkbox"/>	US\$1,170.⁰⁰ Per Individual <input type="checkbox"/>
Organizational Teams (5 and over)	US\$895.⁰⁰ Per Individual <input type="checkbox"/>	US\$1,095.⁰⁰ Per Individual <input type="checkbox"/>

Fees include Coffee Breaks, Lunch, Course Materials & Certificate.

Payment mode & Terms

(Please tick appropriate box)

Cash

Company Cheque

Direct Bank Deposit

PAYMENT DEADLINE: All payments are to be made payable to **THINK BRAND STRATEGY LIMITED**. Note that payments **MUST** be received within the required timelines.

Authorized Delegate Signature

Kindly complete form and email to think@thinkbrandlab.com or thinkbrandlab@gmail.com or you may contact **Think Brand Strategy Limited** at **876- 833-3442**