

Branding Your Market

By Wekie Tay



Decide with Confidence

INTRODUCTION

This intensive course is specifically designed to help participants gain a greater foothold in the competitive world of marketing and promotion. It will put them at a greater advantage with the application of vital strategies that will enhance their branding and profitability.

LEARNING OBJECTIVES

On completing this program, participants will:

- Discover and appreciate how brand can work in their organization
- Understand why branding is extremely vital to their business success
- Know how to make their brand more successful than ever
- Create the proposition that their own brand should generate
- Apply the techniques that will help brand their market
- Design ways to develop their own brand for greater effectiveness
- Move towards greater profitability in their markets with their brands
- Attain larger market ownership through effective branding

The course will:

- employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness
- facilitate role play sessions in realistic sales scenarios and other experiential activities for maximized effectiveness in learning
- include interactive tools to “probe the comfort zone”
- include group discussions and feedback to maximize the participants’ learning abilities

COURSE OUTLINE

- How Brand Works?
- Why are Brands Extremely Vital and Valuable?
- Is yours a Product concept or a Brand Concept?
- What makes a Brand Successful?
- What does your Brand tell you about Your Market?
- The Common Mistakes in Branding and How to Avoid Them
- Creating the Unique Value Proposition
- The Techniques and Strategies for Building Strong Brands
- Integrating Branding into Your Marketing and Advertising
- How to Develop Your Own Effective Personal Brand?
- Ways to Move from Branding To Profitability
- How to Own Your Marketing For the Long Term with Your Brand?

ABOUT THE TRAINER – MR WEKIE TAY
BA, DTM NLP Trainer (USA), NLP Master Prac, Design
Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.),
American Management Association Certified Trainer

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, worklife balance, motivation and life passion, confidence building, belief empowerment and more.

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Date: 25th January 2010, 9am – 5pm
Venue: Amara Hotel Singapore

Fee: [] S\$395 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payment
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

EARLY BIRD – Fax in your registration before 19th December to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] * Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*
[] * VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company.
4. D&B reserves the right to change venue due to unforeseen circumstances.