



# The Power of 360 Branding Workshop

**Date:** 8<sup>th</sup> – 9<sup>th</sup> March 2010

Organized By: **ATCEN**<sup>SM</sup> ACADEMY

**Venue:** JW Marriott Hotel Kuala Lumpur

## Workshop Description

If you think brands are only for Starbucks and Maybank, think again. Every single organization has its own personality, its own identity, its own set of characteristics. As the business landscape gets increasingly competitive, it's more important than ever to brand your organization by clearly conveying your organization's focus, credibility, and unique contributions. The program will provide leaders and brand executives an encompassing understanding of the world of branding in an experience based environment. This program is both conceptual and hands-on brand development based.

## Workshop Objectives

- To execute effective 360 Branding through an improved understanding of key elements required to develop a winning brand;
- To understand the essentials to build a competitive and sustainable brand;
- To develop competency in a brand champion with the knowledge and skills to manage and maximize internal resources to develop and build a sustainable brand;
- To gain knowledge on current world-class branding benchmark practices;
- To develop a clear understanding of brand measurement and how to achieve desired branding results

## Who Should Attend?

CXOs, Brand Management Team, Head of Sales, Head of Marketing, Head of Business Development, Head of Customer Service, Head of Operations, Head of Retail Management, Head of Training, Business Owner.



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to ATCEN Sdn Bhd in January 2008.

# The Power of 360 Branding Workshop Outline

## Module 1: 360 Branding in the Experience Economy

- The current market trends and economic evolution impact on organizational competitiveness
- The critical importance of organizational branding in the new economies: knowledge and the experience economy
- The 3 key elements in building a winning brand: Image, People & Process

## IMAGE

### Module 2: Developing Your Organizational Brand Name

- Identifying your corporate identity & Brand DNA: The Business & Values
- Developing the 3Ps of branding: brand positioning, brand personality, brand promise
- Developing the Brand Image: Logos, Signatures and Acronyms

## PEOPLE

### Module 3: Brand Awareness Focused People Recruitment & Development

- The importance and key elements in recruiting the right professionals for your team
- Identifying your team staffing philosophy and procedures
- Identifying the workforce competencies and developing behavioral interviewing skills

## Module 4: Mentor, Coach, Train & Develop (MCTD) Professionals

- The impact of MCTD and how it works to achieve results in a brand focused environment
- The MCTD 4 approaches to manage the 4 types of sales professionals
- The best in class practice of continuous and consistent MCTD

## PROCESS/ OPERATIONS

### Module 5: Leveraging on the Organizational Brand to Your Competitive Advantage

- Setting long term brand objectives, establish quarterly brand goals and focusing on immediate monthly brand targets
- Developing and designing key performance indicators (KPIs) to achieve brand objectives
- Developing and designing an effective brand management system that is result driven

### Module 6: Critical Brand Leadership to Build Business Focus and Directions

- Formulating a long term strategic branding plan supported by a clear mission and vision
- Communication: The power of continuous and consistent brand messages: 5 key brand communication strategies
- Developing & managing the key components of a successful integrated marketing communication action plan and implementation program

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

## Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

*The above Chronology applicable for Day 1 and Day 2*

# Facilitator Profile



**Ernie Chen**  
Group CEO  
ATCEN Group

Ernie serves as Group CEO of ATCEN Group— a leading regional service provider of people and brand development. Ernie has a MA in Communication, BA in Mass Communication, BA in Theatre, a Certified Image Consultant and Global Certified Support Manager from America, and is presently pursuing his DBA in Marketing Management. Alongside his Professional Membership with the Malaysian Association of Professional Speakers, he has more than 15 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries. Ernie is an entrepreneur and professional salesman that have sold his ideas successfully, a professional manager that delivers results, a performance coach that help others achieve high performance and motivator extraordinaire that helps people believe in themselves worldwide.

Ernie is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Guru of Confidence" and the No1. Motivator in Asia by his peers, colleagues, customers, partners, friends and students for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients to prosper in their career, advancing them up their career and life.

Ernie is the Founder/ Group CEO of the ATCEN Group of Companies that consist of ATCEN Ventures Sdn Bhd (the Holding & Investment Company), ATCEN Sdn Bhd (a Consulting, Education and Outsourcing Company), ATCEN Communications Sdn Bhd (a Brand, PR & Marketing Communication Agency), outLOUD Studios Sdn Bhd (a Entertainment Company), Training Touch Sdn Bhd (a Team Event & Adventure Company), DreamTalents Media Sdn Bhd (a Video & Film Production House), Seri Mahligai Sdn Bhd (Recruitment & Outsourcing) and Leadership Asia Sdn Bhd (Leadership Development Center).

Ernie is also the second-hardest working man in show business, perfecting his act at theatres, clubs, corporate & dinner functions, colleges and product launches in the country. Ernie has also appeared in numerous radio and television commercials locally and internationally. He has also worked in nearly every performing capacity; an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer and producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and recently "The Firm." The His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

His clientele include both MNCs and LLCs such as Financial Services Institutions, Telecommunications, High Tech Industries, Hospitality, Education, Advertising and Entertainment.

# Registration Form

## The Power of 360 Branding Workshop 8<sup>th</sup> – 9<sup>th</sup> March 2010, JW Marriott Hotel Kuala Lumpur

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

**Group Discount of 10%** for 3 or more participants who register for the workshop at the same time and are from the same organization.

### Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**

**Tel : +603 7728 2623 Fax : +603 7728 2620**

**Enclosed is our cheque for the event**

**RM** \_\_\_\_\_

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature : \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

For In-House Workshop, kindly  
email your enquiry to  
[inhousetraining@atcen.com](mailto:inhousetraining@atcen.com)

### Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

### For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: