

# OUTWIT OUTLAST OUTBRAND YOUR COMPETITORS



**Ernie Chen**

TV & Radio Personality, Serial Entrepreneur,  
International Speaker, Chief Master Trainer

## The Power of 360 Branding Workshop

**Date:** 11<sup>th</sup> – 12<sup>th</sup> October 2010

**Venue:** Park Royal 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

- Execute effective 360 Branding through an improved understanding of key elements required to develop a winning brand;
- Understand the essentials to build a competitive and sustainable brand;
- Develop competency in a brand champion with the knowledge and skills to manage and maximize internal resources to develop and build a sustainable brand;
- Gain knowledge on current world-class branding benchmark practices;
- 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.

*Organized By:*

**ATCEN**<sup>SM</sup> ACADEMY

# The Power of 360 Branding Workshop

## 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 People
- 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

*Chronology applies for Day 1 and Day 2*

# Facilitator Profile



## **Ernie Chen**

TV & Radio Personality, Serial Entrepreneur,  
International Speaker, Chief Master Trainer and  
CEO of ATCEN Group & outLOUD Group

Ernie serves as Group CEO of ATCEN Group – The People Development Expert. 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 branding and advertising, 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 also serves as the Executive Producer/ Group CEO of outLOUD Entertainment Group. Within outLOUD Entertainment Groups are a Brand, PR & Marketing Communication Agency, Video & Film Production House and a full fledge Design and Event unit to serve the needs of Clientele.

He 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.

## Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd  
 Affin Bank Berhad  
 Aims Data Centre Sdn Bhd  
 Airfoil Services Sdn Bhd  
 Ajinomoto (M) Bhd  
 Alcan Packaging Malaysia  
 Alcatel-Lucent Malaysia Sdn Bhd  
 Alliance Banking Group  
 Allianz Life Insurance Malaysia Berhad  
 ALSTOM Asia Pacific Sdn Bhd  
 Amanah Raya Berhad  
 AmBank (Malaysia) Berhad  
 AmG Insurance Bhd  
 AmLife Insurance Berhad  
 Amway (M) Sdn Bhd  
 Arachem Tech Training Centre  
 Autoliv Hirotako SRS Sdn Bhd  
 Automobiles Peugeot  
 AXA Affin General Insurance Bhd  
 Axon Solutions Sdn Bhd  
 Bank Islam Malaysia Bhd  
 Bank Muamalat  
 Bank Negara Malaysia  
 Bank Rakyat  
 Beaufour Ipsen International  
 BlueScope Steel (M) Sdn Bhd  
 BMW Malaysia Sdn Bhd  
 Boustead Petroleum Marketing Sdn Bhd  
 Business Information Technology  
 Byte Craft Sdn Bhd  
 Canon Marketing (M) Sdn Bhd  
 Celcom (M) Sdn Bhd  
 Central Forwarding Agency Sdn Bhd  
 Century Total Logistics Sdn Bhd  
 Chemopharm Sdn Bhd  
 CIMB Bank Berhad  
 CL Computers (M) Sdn Bhd  
 CMC M Perniagaan Sdn Bhd  
 CNI Enterprise (M) Sdn Bhd  
 Colgate-Palmolive (M) Sdn Bhd  
 Computer Systems Advisers (M) Berhad  
 Credit Guarantee Corporation (M) Bhd  
 CSC Malaysia  
 D G Kom Sdn Bhd  
 Dagang Net Technologies Sdn Bhd  
 Datacom South East Asia (M) Sdn Bhd  
 Datacraft Advanced Network Services Sdn Bhd  
 Dell Global Business Center Sdn Bhd  
 DHL Express (Malaysia) Sdn Bhd  
 Dialog Telekom Limited  
 Diethelm (M) Sdn Bhd  
 DiGi Telecommunications Sdn Bhd  
 Dumex (M) Sdn Bhd  
 East of Suez Holdings Sdn Bhd  
 ECM Libra Investment Bank Berhad  
 ECS Pericomp Sdn Bhd  
 Edaran Tan Chong Motor Sdn Bhd  
 e-Genting Sdn Bhd  
 Entellium Technologies Sdn Bhd  
 EON Bank Berhad  
 EPF Social Security Training Institute (ESSET)  
 EPIC-I Sdn Bhd  
 EPS Computer Systems Sdn Bhd  
 Ericsson Malaysia  
 Etiqa Insurance Bhd  
 Etiqa Takaful Bhd  
 Euratech (Malaysia) Sdn Bhd  
 Formis Software Dynamics Sdn Bhd  
 Fresenius Medical Care Malaysia Sdn Bhd  
 Frontline Technologies Malaysia Sdn Bhd  
 FSBM Mantissa (M) Sdn Bhd  
 Fuji Xerox Asia Pacific Pte. Ltd  
 Fujitsu (Malaysia) Sdn Bhd  
 Gagasan Carriers Sdn Bhd  
 Gapurna Technologies Sdn Bhd  
 Genting Information Knowledge Enterprise Sdn Bhd  
 Global Transit Communications Sdn Bhd  
 Group Associated (C&L) Sdn Bhd  
 Grundfos Pumps Sdn Bhd  
 Gucci (Malaysia) Sdn Bhd  
 Guinness Anchor Berhad  
 HeiTech Padu Bhd  
 Hewlett-Packard Sales (M) Sdn Bhd  
 Hilton Petaling Jaya  
 Honda Malaysia Sdn Bhd  
 ICI Paints (Malaysia) Sdn Bhd  
 IITC Global Technology Sdn Bhd  
 IMU Education Sdn Bhd  
 InfoConnect Sdn Bhd  
 ING Insurance Bhd  
 interTouch (Malaysia) Sdn Bhd  
 iPerintis Sdn Bhd  
 Islamic Banking and Finance Institute Malaysia Sdn Bhd  
 ISS Consulting (M) Sdn Bhd  
 IT-365 Malaysia Sdn Bhd  
 ITApps Sdn Bhd  
 Jabatan Pengangkutan Jalan  
 Jabatan Pentadbiran Latihan  
 Jebson & Jessen Communication Solutions (M) Sdn Bhd  
 Johnson Controls (M) Sdn Bhd  
 Kannal Solutions Sdn Bhd  
 Keretapi Tanah Melayu Berhad  
 Khazanah Nasional Berhad  
 Kolej Yayasan UEM  
 Kualiti Alam Sdn Bhd  
 Kurnia Insurance (M) Bhd  
 Lafarge Cement Sdn Bhd  
 Majlis Amanah Rakyat (MARA)  
 Malayan Banking Berhad  
 Malayan Cement Industries Sdn Bhd  
 Malaysia National Insurance Berhad  
 Malaysian Assurance Alliance Berhad  
 Maxfame Technologies Sdn Bhd  
 Mayban Fortis Holdings Berhad  
 Mayban General Assurance Berhad  
 MBF Cards (M) Sdn Bhd  
 McKinnon & Clarke Sdn Bhd  
 MEASAT Satellite Systems Sdn Bhd  
 Media Prima Berhad  
 MEPS (1997) Sdn Bhd  
 Mesiniaga Bhd  
 Mexter MSC Sdn Bhd  
 Mid Valley City Sdn Bhd  
 MISC Berhad  
 Mitsui-Soko (M) Sdn Bhd  
 MnEBay (M) Sdn Bhd  
 MNRB Holdings Berhad  
 Modipalm Engineering Sdn Bhd  
 MOHR  
 Malaysian Life Reinsurance Group Bhd  
 Multimedia College  
 N2N Connect Berhad  
 NCH Corporation (M) Sdn Bhd  
 NEC Corporation of Malaysia Sdn Bhd  
 Netstar Advanced Systems Sdn Bhd  
 OCBC Bank (M) Bhd  
 OMD (M) Sdn Bhd  
 Optimal Chemicals (M) Sdn Bhd  
 Oracle Corporation (M) Sdn Bhd  
 P&O Global Technologies Sdn Bhd  
 PanGlobal Insurance Berhad  
 Paradigm Systems Berhad  
 Pembangunan Sumber Manusia Berhad  
 Perbadanan Bekalan Air Pulau Pinang  
 Pernec Corporation Berhad  
 Pharmaniaga Logistics Sdn Bhd  
 Plus Expressways Berhad  
 Power Innovations Sdn Bhd  
 Premier Lubricants (M) Sdn Bhd  
 Prometric Technology Sdn Bhd  
 Proton Edar Sdn Bhd  
 Prudential Services Asia Sdn Bhd  
 Rangkaian Segar Sdn Bhd  
 REDtone Telecommunications Sdn Bhd  
 Rentwise Sdn Bhd  
 RHB Bank Berhad  
 Ricoh (Malaysia) Sdn Bhd  
 Rohas-Euco Industries Bhd  
 SAINS Sdn Bhd  
 Samsung Malaysia Electronics (M) Sdn Bhd  
 Sapura Research Sdn Bhd  
 Sarawak Information Systems Sdn Bhd  
 SCAN Associates Berhad  
 Scope International (M) Sdn Bhd  
 Shangri-La Hotels Marketing Sdn Bhd  
 Shell IT International Sdn Bhd  
 Shell Malaysia Trading Sdn Bhd  
 Signature Manufacturing Sdn Bhd  
 Skynet Worldwide (M) Sdn Bhd  
 SnT Global Services Sdn Bhd  
 Sony BMG Music Entertainment  
 Southern Bank Berhad  
 Standard Chartered Bank  
 Star Publications (Malaysia) Berhad  
 Sumiso (M) Sdn Bhd  
 Sun Media Corporation Sdn Bhd  
 Sunway Holdings Bhd  
 Sunway Pyramid Sdn Bhd  
 Suruhanjaya Syarikat Malaysia  
 Takaful Ikhlas Sdn Bhd  
 Taylor's College Sdn Bhd  
 Teknikast Sdn Bhd  
 Teknik Janakuasa Sdn Bhd  
 Teledirect Telecommerce Sdn Bhd  
 Telekom Sales & Services Sdn Bhd  
 Telekom Smart School Sdn Bhd  
 Telshine Sdn Bhd  
 Tenaga Nasional Berhad  
 The Media Shoppe Bhd  
 The Nielsen Company (Malaysia) Sdn Bhd  
 TIME dotCom Bhd  
 TM Asia Life (Malaysia) Berhad  
 Tokio Marine Insurans (M) Bhd  
 TT dotCom Sdn Bhd  
 Tyco Fire, Security & Services Sdn Bhd  
 UCB Pharma Asia Pacific Sdn Bhd  
 UEM Academy Sdn Bhd  
 United Overseas Bank (M) Berhad  
 University of Malaya  
 VADS Berhad  
 ViewPoint Research Corporation Sdn Bhd

# Registration Form

## The Power of 360 Branding Workshop 11<sup>th</sup> – 12<sup>th</sup> October 2010, Park Royal 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 2500 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 further information, kindly  
email your enquiry to  
[info@atcen.com](mailto:info@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: