



# Differentiating Your Brand

Date: 1<sup>st</sup> – 2<sup>nd</sup> July 2009

Venue: **ATCEN Learning Center, Damansara Perdana, P.J**

## Workshop Description

In today's competitive global environment where organizations compete in 1 single market platform - the only way to compete is to differentiate or die. Many assumed that by creating and developing better product quality than their competitors is sufficient to win the business game. They surround themselves with gurus that speak about quality, customer orientation and various forms of leadership that will forever change their organizations. This program changes all that does not really differentiate your products and organizations by providing you specifics that you can apply to really differentiate your organization from the rest. This program is both conceptual and hands-on brand development based. It embodies 6 modules throughout 2 experiential learning days. Participants will experience the sessions through a combination of short lectures, sharing sessions, group learning activities, action planning and case studies.

## Workshop Objectives

- ◇ To execute effective differentiating strategies to develop a differentiated brand to compete globally;
- ◇ To understand the essentials to build a competitive and sustainable brand by continuously finding a Unique Value Proposition ;
- ◇ To understand the 10 different differentiating strategies to develop and build a sustainable brand;
- ◇ To gain knowledge on current world-class branding benchmark practices and case studies;
- ◇ To develop a clear understanding of who is in charge of differentiation and how to achieve desired branding results

## Previous Participants:

Skynet Worldwide, CNI Enterprise, Colourcoil Industries, Malaysian Employers Federations, Daisho Food, Servier, GCH Retail, Informatics Perkasa, International School of Kuala Lumpur, DreamTalents Media, Celliose-Par Coating (Wuxi), Dagang Net Technologies Sdn Bhd, Cuscap Berhad, HeiTech Padu Berhad, Khazanah Nasional Berhad and many more

## Who Should Attend?

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. Product Managers, Brand Managers

## Previous Participants Comments:

"Went with an open mind to learn and apply what is required for my current job function. I must say that the experience is like yoga for the mind. It rejuvenated new line of thought and I am now with better perspective of how to make a job a career. The choice is entirely yours!" *Cheong Mei Ling, Regional General Merchandise Manager, GCH Retail (Malaysia) Sdn Bhd.*



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

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

# Differentiating Your Brand Workshop

## Workshop Chronology

### Day 1:

- 0830 Welcome Coffee and Tea
- 0900 **Module 1: Differentiation in the New Economy**
- The current market trends and the tyranny of choice today
  - Choose to Differentiate or Die: It's that simple!
  - The 10 key strategies in building a differentiated brand
- 1030 Tea Break
- 1045 **Module 2: Developing Your Unique Value Proposition**
- Identifying and reinventing your unique selling proposition to your unique value proposition
  - Developing the Unique Value Proposition by Improving, Upgrading and Innovation
  - Developing the new differentiated tagline that showcase your Unique Value Proposition
- 1300 Lunch
- 1400 **Module 3: Identification of What Is Not a Differentiation Factor**
- Quality & Service is an expectation and not a differentiation factor
  - Price is hardly a differentiating factor
  - The largest, the most, the biggest, the tallest, the longest, the smallest is really a difficult way to differentiate
- 1530 Tea Break
- 1550 **Module 4: Understanding the 4 Steps to Differentiate**
- The Impact of Creativity vs the Power of Logic
  - The 4 Steps to Differentiate: Make Sense, Differentiating Idea, Have Credentials & Communicate Differences
  - The 3 Case Studies

### Day 2:

- 0900 **Module 4 Continued**
- 1030 Tea Break
- 1045 **Module 5: Developing the 10 Differentiation Strategies**
- Developing a First Movers Advantage
  - Developing an Attribute that you can own
  - Developing a Leadership position
  - Developing a Legendary story to connect emotionally
  - Developing a core and niche specialization
  - Developing a preferred clientele and market base
  - Developing a particular way to produce a product/service
  - Being the latest in the market with a buzz
  - Hotness & Coolness are 2 of the Best Differentiating strategies
- 1230 Lunch
- 1430 **Module 5 Continued**
- 1530 Tea Break
- 1550 **Module 6: Developing Your Brand Execution Plan**
- 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
- 1700 End of Day Two



### **ERNIE CHEN**

GROUP CEO  
ATCEN INTERNATIONAL GROUP

**ERNIE** is a serial entrepreneur that has sold his ideas to people and organizations from all over the world with his business and street smarts. He is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Guru of Confidence" 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 has a MA in Communication, BA in Mass Communication and BA in Theatre from, America. He is presently pursuing his DBA in Marketing Management and has more than 20 years of experience working with branding, sales & marketing communication, entertainment, people development and education.

Ernie is an expert, well-known persuasive communicator, brand strategist and sales 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 has helped organization develop competitive and build sustainable brands. In addition, he has worked extensively with a number of leading MNCs, LLCs, GLCs & Government Agencies in the Banking & Finance, Insurance, Telco, High-Tech, Oil & Gas, BPO and Education industries.

**Registration Form:  
Differentiating Your Brand Workshop on 1<sup>st</sup> – 2<sup>nd</sup> July 2009  
ATCEN Learning Center, Damansara Perdana, P.J**

**Yes! Please register the delegate(s) for this event  
(Kindly photocopy for more delegates)**

**Delegate 1**

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

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

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

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

**Delegate 2**

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

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

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

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

**Delegate 3**

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

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

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

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

**Human Resource / Approving Manager:**

\_\_\_\_\_

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

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

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

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

\_\_\_\_\_

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

**How did you find out about this event?**

Please tick (✓) your choice(s)

- From ATCEN email notification  
 From Colleague, Management, HR or Training Department  
 Others: \_\_\_\_\_

**For Office Use Only**

Contact Person: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Remarks: \_\_\_\_\_

**Training Workshop Investment - RM 1900**

*The investment includes lunch, refreshments and training materials.*

- **The program is HRDF claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

**Terms & Conditions**

1. Upon receiving 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 program.
2. Payment is required upon the confirmation of the 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 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date 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 program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

**Ways to register**

All cheques are to be made payable to **ATCEN SDN BHD** and mail your 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** \_\_\_\_\_

**Authorized Signature** : \_\_\_\_\_

**Company Stamp Chop** : \_\_\_\_\_

**Invoice Attention To**

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