



INTEGRATED MARKETING COMMUNICATIONS

You Just Have to Deliver Immediate Returns on Investments (ROIs)!

1st & 2nd December 2003, Shangri-La Hotel, Kuala Lumpur

bluegill
communications

To Be Expertly Facilitated by:
Satvinder K. Sandhu
Bluegill Communications

Some of the recent product launches steered by our workshop leader:-
Bombardier, Siemens, CET Technologies, Acer, Barco, Canon, Epson, Fujitsu, Mitsubishi, Panasonic, Philips, Sony, Texas Instruments, Lego, Toshiba.

This workshop will enable participants to

- **Streamline** creative processes to save time and money
- **Focus** on the right targets to maximize sales and marketing ROI
- **Get** the most out of a shrinking media budget
- **Develop** media relations and promote effectively - without breaking the bank
- **Harness** the powers of the Internet for increased market growth
- **Break through** the clutter with clear and effective marketing communications
- **Use** integrated marketing to save money while enhancing business exposure and effectiveness
- **Circumvent** budget constraints to balance dual objectives of cost efficiencies and A&P effectiveness
- **Track** and analyze ROI results on various A&P channels to determine overall effectiveness
- **Identify & Set** target levels for performance metrics that drive the bottom line
- **Understand** essential principles for measuring ROI on different A&P medium
- **Exploit** and implement ROI tracking models
- **Communicate** ROI results to the boardroom
- **Recognize** what your business drivers are and why
- **Increase** planning efficiency through enhanced forecasting
- **Advance** your modeling methodologies to maximize market performance
- **Help** drive budgetary decisions by connecting marketing productivity to your bottom line
- **Adjust** ROI models based on consumer segments

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Return on Investments (ROI)

Your clients want it. You want to deliver it. However, with budgets drastically cut in many segments of the market and the increased insistence by decision makers to account for every dollar spent, the need to deliver a positive ROI on marketing campaigns is stronger today than it has been in recent memory. With the increased need for brand and marketing managers to measure their marketing campaign's ROI, the lines between traditional direct marketing and promotional marketing disciplines are becoming increasingly blurred.

Increasingly leaner Advertising & Promotions (A&P) budgets; loss of sales resulting from drastically-reduced consumer spending; concerns with exploiting new media channels; creative ways of breaking through the enormous advertising clutter...Are you faced with this endless list of challenges? How can you proactively manage and solve these problems while working towards your marketing goals and business objectives?

Programme

0830 Registration and welcome coffee

0900 Welcome Remarks

**FUNDAMENTALS OF
MARKETING COMMUNICATIONS**

0905 **Opening Address:
Succeeding in Marketing Communications -
What It Takes**

- Commence workshop with 'Element of Surprise'
- Provide overview of 2 day workshop & assign groupings
- Present 'project' for attendees to complete in Day 2
- Showcase 2 videotapes showcasing successful marketing campaigns & provide high-level overview of Top 5 Successful Marketers
- Share Completed Online Interactive Survey (completed by attendees)

1000 Morning Refreshment

REALITY VERSUS THEORITICAL ROI MODELS . . .

1030 **Hot Shot: Case Study 1**
(Industry Focus: Information Technology)

Working Towards a Return On Investment (ROI) Model

- View Video: 'A successful campaign' - 10 Must Do's and Don'ts
- An ROI Model Worksheet: Theory Vs Practice
- Attendee Practice Session: Measuring & Delivering ROI (Technology)
- Review ROI Metrics: Measuring the effectiveness
- Measuring Branding Productivity: Linking to Financial Returns
- Agency ROI (Client-Agency Performance Review): How to Get More, Better and Faster from Your Agencies?

1230 Networking Lunch

1330 **Hot Shot: Case Study 2**
(Industry Focus: Consumer)

Working Towards a Return On Investment (ROI) Model

- Consumer Vs Technology Scenario for ROI
- Attendee Practice Session: Measuring & Delivering ROI (Consumer)

1500 Afternoon Refreshment

**SETTING THE STAGE FOR UNDERSTANDING
INTEGRATED PROCESSES**

1530 **Plenary Session III: Now, Making It Work**

- Attendee Project: Working on an Integrated Marketing Communications Program
- Presentation of an overview of the campaign by attendees in preparation for Day 2

1745 End of Day One

Online advertising in Asia Pacific expected to grow from US\$225 million in 2001 to US\$702 million in 2004.

Source: IDC

- 0830 Registration and welcome coffee
- 0900 **The Challenge: Growing A ROI-Linked IMC Campaign**
This section employs the use of facilitated exercises to allow participants to practice the knowledge they have picked up these two days. Banded in groups, participants have to work on a given theme/product to:
- Create An IMC Strategy
 - Identify Challenge and Opportunity Areas
 - Analyze the ROI Model, Propose a Strategy and Implementation Plan
 - Develop a IMC Plan that directly correlates to the ROI model
 - Suggest a Performance Measurement Plan
- 1030 Morning Refreshment
- 1100 **Group Preparation Time**
 - Groups to be given ample time to understand the project focus given by workshop facilitator
 - Roles will be assigned to group members to take charge of specific areas (e.g. research - strategy - presentation)
 - Groups will be encouraged to 'simulate' the presentation proper to 'convince' the audience that their ROI has been met
- 1230 Networking Lunch
- 1330 **Presentation 1: Product Focus (Retail)**
The presentation will focus on the retail market; which implies any product that is sold in the specialty stores, departmental stores and that is sold in a physical space to a target audience. (This can be fashion wear, food and beverage (FMCG))
- 1400 **Facilitator Validates Group 1 ROI Model Presentation**
Participants from Group 1 will take-turns to present their ROI models after which the facilitator will validate and analyze the models.
Presentation 2: Product Focus (Online Web-Based)
Detailed outlook at how businesses use the web to generate sales, promote their products and to see if the ROI model can be applicable to them. If so, what will be the tools and mechanics involved in determining a successful ROI strategy for a web-based business.
- 1500 **Facilitator Validates Group 2 ROI Model Presentation**
Participants from Group 2 will take-turns to present their ROI models after which the facilitator will validate and analyze the

models.

1530 Afternoon Refreshment

1600 **Presentation 3: Product Focus (Online Web-Based) – cont'**

1630 **Facilitator Validates Group 3 ROI Model Presentation**

Participants from Group 3 will take-turns to present their ROI models after which the facilitator will validate and analyze the models.

1700 **Summation**

Process improvement using high element of interactive-discussions with participants.

'Learning Curve'

A set of 'Learning Curve' document will be given to participants to fill in whatever they have learnt throughout the workshop and the facilitator will read out and evaluate some of the samples.

1745 End of Workshop

About Your Workshop Leader

Ms Satvinder K.Sandhu is an entrepreneur and a communication-oriented enthusiast. She enjoys shaping market and media perceptions through public relations and marketing communications programs.

Prior to Bluegill, Satvinder worked with NASDAQ-listed clients on a variety of programmes and particularly enjoyed the following: technology public relations, integrated marketing communications which includes website marketing, email marketing programs, end-user education campaigns and niche press program mentoring. She is currently a Director with Bluegill Communications, a boutique public relations and marketing communications consultancy that is part of the ECCO network, one of the world's Top 20 PR and marketing networks and the 3rd largest in Europe. Bluegill provides its services to clients and ECCO members in Singapore, Malaysia, India and Los Angeles.

Bluegill adds to ECCO's largest network of specialist affiliates worldwide that has members and affiliates in more than 60 countries in the Americas, Europe, Middle East, Africa and Asia Pacific and employs over 650 staff worldwide. Satvinder is also the Chapter Director for WITI - a Professional Association comprised of individual and corporate members throughout the United States, in Australia, and in Europe that inspire women in and through technology and the business of technology.

Satvinder's professional personal profiles include:

- Chapter Director, WITI – a Professional Association comprised of individual and corporate members throughout the United States, in Australia, and in Europe that inspires women in and through technology and the business of technology.
- Association of Women for Action and Research (AWARE), Publications Sub-Committee, Member & Editor of Dec 2002 & Jan 2003 Issue of AWARE Newsletter (Print and HTML)
- South West Community Development Council, Publications Committee Volunteer
- Awarded Best Interactive Award for Autodesk by The Institute of Public Relations Singapore



	Training Fee
Early Bird - (before 4 th Nov '03)	RM2822.40
2 Days Event - (after 4 th Nov '03)	RM3032.40

- 10% discount for 3rd and subsequent registration (Premier Value).
- The course fee is inclusive of Govt. Tax & Documentation

Method of Payment : Crossed cheque / bank draft to be made payable to "Professional Knowledge Centre (M) Sdn Bhd" and courier to Suite 8.04, Level 8, Plaza 138, No. 138, Jalan Ampang, 50450 Kuala Lumpur.

Cancellations & Substitutions : All cancellations of registration must be made in writing. If cancellation is received two weeks before the event i.e. 17th Nov 2003 you will be entitled to a 50% refund. Due to contractual commitments no refund will be made for cancellation after 17th Nov 2003. However, a complete set of documentation will be sent to you. Substitutions are welcome at anytime.

Note : It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.

Please complete this form immediately and fax this to 603 - 2166 5451

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So why should Marketing practitioners/Strategist, Advertising & Promotion personnel attend this event?

In our current economic climate, competitive edge has never been more important for survival. Companies must maintain and increase revenues despite shrinking budgets. Because they have fewer resources, decision-makers want to be assured that their programs are working as hard as they can.

At this crucial period when businesses are still reeling from the economic devastation brought on by the double whammy of the War and SARS, what are the winning strategies and tactics that marketers like yourself can employ to woo back lost customers and retain loyal ones? Do you know how to dangle the carrot that entices your customers to snap up your products and services right away? Most importantly, how can you effectively implement aggressive Advertising & Promotions (A&P) campaigns to boost flagging profits?

This course is designed for managers and directors who want to fully maximize their marketing ROI, whether they are working with very tight marketing budgets or control larger budgets. Tight budgets don't preclude effective marketing campaigns. What you need to help achieve a strong return on investment (ROI) from your marketing spending is a solid understanding of the fundamentals of how to do more with less. In two intensive days of study, which will include hands on mini cases, templates and tools, this course will show you how to use proven marketing tools to generate highly focused communications within restricted budgets.

What Will You Gain At This Workshop?

This 2-day event is designed to help marketing professionals advance knowledge on winning models, emerging trends, new creative formats and performance-measuring standards as well as gain from real case studies. A unique hands-on workshop on Day 2 allows participants to put to good use what you have learnt from the workshop facilitator. Your creativity and imagination will be your survival kit to the workshop. You will also get to meet and network with high-level marketing professionals from traditional and emerging companies.

WHO SHOULD ATTEND

- Advertising Managers & Executives
- Brand Managers & Executives
- Corporate Planning Managers & Executives
- Marcom Managers & Executives
- Marketing Managers & Executives
- Online Marketing Managers & Executives
- PR Managers & Executives

BUSINESS OPPORTUNITIES

This event will offer you an opportunity to gain preferential access to the senior executives in your target market to network and learn from each other. It is an excellent platform to meet decision makers face-to-face to create business opportunities and to enhance your corporate image in the market. Our events are not overcrowded exhibition where you need to compete with 100 over exhibitors, this is a targeted business strategy event where you get to meet the senior decision makers. For further details, please contact Ms Thila at 603-21665450 or email thila@knowledgegroupco.com