

Program on Strategic Brand Leadership

Thursday & Friday
17 & 18 November 2016



By:
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Chair Professor of Marketing & Director
Center for Research on Brand Switching
University of Mainz, Germany

Strategic Brand Leadership

for Senior Managers and Decision Makers



Increasing global and local competition forces managers to continuously monitor the absolute and relative market position of their brands. Consumers often quickly change their attitude towards a brand and competitors often successfully attack a brand that looked strong “the day before”!

Objectives

- * Manage your brand strategically as separate from your product(s) and with a watchful eye
- * Manage your brand's logo to go with changing times and trends
- * Understand to which degree the internet should be exploited to best manage your brand
- * Learn how to decide on brand management that is “mainly internet” or mainly “brick-and-mortar” or a hybrid version
- * See how your brand management efforts should engage social media and what BPCs (blogs, posts, comments) can help your brand
- * Identify the sources of your brand equity and manage your brand equity profitably over the short- and long-term
- * Be faster than your competitors in identifying evolving consumer preferences that may threaten the core of your brand
- * Learn how to develop defensive strategies quickly to protect your brand
- * Identify, develop and manage brand extensions toward a long-term competitive advantage
- * Combine your brands towards a synergetic and profitable brand portfolio that has the best long-term breadth and scope
- * Understand what consumer signals your brand emits, fails to emit and should emit
- * Anticipate shifts in your markets earlier and re-position your brand to take full advantage of those shifts
- * Learn how certain brands positively interact with certain countries and regions—such as Hong Kong or China--, while others don't
- * See how aging brands can be revitalized
- * Learn how celebrities can sometimes work wonders to your brand or should be avoided at other times--all as part of your brand management

Outcome

- * Become a most up-to-date brand manager
- * Obtain the major tools of successful brand management
- * Make better management decision, faster
—> become a most efficient brand manager
- * Be the one to successfully link the internet to your brand—not too much of a linkage and not too little of a linkage
- * Be the first to exploit social networks and BPCs to the fullest for your brands and your portfolio
- * Prevent your brand from loosing luster, consumer recognition and respect as well as loosing market share and revenues
- * Identify EWSs (early warning signals) of consumer reluctance pertaining to your brands and your portfolio
- * Avoid offering poor brand extensions that mean little to your consumers and, in fact, damage your brand equity
- * Be more confident and determined when managing your brand on a daily basis
- * Become most sensitive about regional, national or even global peculiarities pertaining to your brands
- * Understand the cognitive processes causing consumers to switch to other brands, even though the brands they currently use are “good” brands

Date and Time

Thursday & Friday, 17 & 18 November 2016
9:00 am - 5:00 pm

Venue

The Hong Kong Management Association
14/F Fairmont House
8 Cotton Tree Drive
Central
HONG KONG

Fees (Lunch is provided with compliments)

HKMA Members: HK\$13,800
Non-Members: HK\$15,800
Early Bird Discount: HK\$1,000 less per person
(for payment received 5 weeks before course commencement)
Group Discount: HK\$1,000 less per person
(for two or more bookings from the same company)

Language Medium

English

Seminar Outline

- * Trends in brand management
- * Multidimensional Scaling as a basis for competitive brand management
- * The internet as a facilitator for up-to-date brand management (as well as social networks and BPCs)
- * Brands, digital brands, digital branding and digital brand management
- * Trust in digital brands as a key driver for internet-focused brand management
- * Brands, brand equity, brand portfolio as key drivers for successful brand management
- * Brand management, revenue & profit as key drivers for the longevity of the company
- * Celebrity branding decision making devices
- * New competitors as forces that cause managers to reposition their brands and update their brand management approach
- * Brand bundling to enhance a firm's brand power
- * Characteristics of various brand-market dyads and how they affect local and regional calibrations of brand management
- * NeuroChance—as a new technique to investigate and evaluate consumers' brand relationships as well as allowing to predict—with surprising efficiency—brand switching
- * Gaining a competitive edge through NeuroChance by being faster and having more valid insights about consumers' likely switching behavior
- * The topics above will be discussed using examples and cases from Cathay Pacific, P&G, Porsche, Snickers, Moissette, PCCW, Louis Vuitton, BurgerKing, Nokia, Apple, Tide, Oil of Olaz, Lindt, Calvin Klein and many others.
- * Note: Please note that issues pertaining to branding, brand management and internet will not only be discussed separately but, in addition, linkages will be made in almost every section of the seminar as the internet is getting more and more prominent.
- * Summary & Outlook: Brand management during the coming decades

Seminar Leader

Univ.-Prof. Dr. Oliver Heil (Ph.D.) is a Chair Professor of Marketing. He has lectured extensively on the topic of brand management and published a number of articles on that topic.

Professor Heil is the founder and Co-director of the Center on Brand Switching and will combine his findings of academic research projects with practical consulting experience in the management of brands and services.

He studied economics (B.S.), mathematical economic theory (M.S.) at University of Bonn, econometrics at University of Pennsylvania's department of economics (DAAD scholarship) and marketing at The Wharton School (Master and Doctorate). He likes cars, watches and Bauhaus art.

Professor Heil has lectured and consulted on branding in North America, Asia and Europe to a large variety of organizations.

Professor Heil has received several academic and professional awards for this research, lecturing and teaching and has been on the boards of numerous organizations. He has published in major journals and received numerous teaching awards and recognitions.

Registration

Please complete the registration form and return it together with appropriate fee(s) 14 days before the commencement of the class. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to program commencement. For information, please contact Ms Kathy Tam 2774 8594. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

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AC-47538-2016-2-F 17 & 18 November 2016

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- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the program commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full program fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a program is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the program by notifying the Association at least 2 days prior to program commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to program commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Kathy Tam on 2774-8594. Website: www.hkma.org.hk
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2. I understand that, upon my registration in the program, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

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I consent. I do not consent.

Date: _____

Signature: _____