

High Impact Branding & Customer Loyalty Week

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board



2 Separately Bookable Seminars in 1 Location

Session A: Raising Brand Awareness Through Story Telling and Content Marketing 26 - 27 October 2015 (Monday & Tuesday)



Sarah Mitchell

Head of Content Strategy
Lush Media

- More than 15 years of experience in content marketing
- Won multiple awards including Australian Best Business Blogs and Best marketing Blog
- Australia Editor of Chief Content Officer Magazine and regular contributor to Content Marketing Institute
- Prominent speaker at Content Marketing World Conference and Host of Brand Newsroom Podcast
- Recognized by Sydney Morning Herald as a Hero of Australian Content Marketing

Session B: Designing High Impact Customer Loyalty and Retention Programs 29 - 30 October 2015 (Thursday & Friday)



Adam Posner

Founder and CEO
Directivity

- Over 20 years of experience in data driven marketing and customer loyalty programs with both B2C and B2B industries such as retail, leisure, entertainment, education, accommodation and manufacturing
- Co-Authored internationally referenced research studies on consumers' relationships with loyalty programs - For Love or Money (2013) and Share the Love (2014) with a third research study due out in August 2015
- Avid speaker at prominent marketing events such as Loyalty world 2013, The Customer Show, Customer TECHX, Global ADMA Forum

Raising Brand Awareness Through Brand Story Telling and Content Marketing

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session A: 26 - 27 October 2015, Cordis Hong Kong, at Langham Place



Sarah Mitchell

Head of Content Strategy

Lush Media

- More than 15 years of experience in content marketing
- Won multiple awards including Australian Best Business Blogs and Best marketing Blog
- Australia Editor of Chief Content Officer Magazine and regular contributor to Content Marketing Institute
- Prominent speaker at Content Marketing World Conference and Host of Brand Newsroom Podcast
- Recognized by Sydney Morning Herald as a Hero of Australian Content Marketing

Sarah has more than 15 years of experience developing and implementing content marketing strategies for organizations internationally. As the head of content strategy for Lush Digital Media and the founder of Global Copywriting, Sarah is passionate about creating content that can be converted to long term business assets. She is the Australia editor of Chief Content Officer Magazine and a regular contributor to the Content Marketing Institute. Her writing has been published in 5 continents and she has received numerous awards including the top 20 Best Business Blogs (2014 and 2015) and Best Marketing Blog in Australia. Sarah has been recognized by the Sydney Morning Herald as a Hero of Australian Content Marketing. View the article at http://www.smh.com.au/brand-discover/outbrain_3/heroes/#.VWPY4lyqqkp.

Sarah also has extensive speaking experience with Content Marketing World, mUmBRELLA Perth, The West Australian Curtin Business School Marketing Roundtable, Online Retailer Conference and Commerce Expo and many more. Her content is published in Content Marketing Institute. She has also consulted extensively with international business and national companies such as acQuire Technology Solutions, Aged Care and Community Services, Amana Living, Australian Computer Society, Blitz Credit Management, CommunityWest, General Electric and many more.

"Sarah was a subject matter expert for us and the feedback from the workshop attendees was all excellent. Sarah is great to work with and pitched in to help with all aspects of the workshop. Thanks once again for your detailed knowledge and support."

- CEO at eCorner

EXECUTIVE SUMMARY

Program:	Raising Brand Awareness Through Brand Story Telling and Content Marketing	Early Bird 1 (Register & pay by 3 September 2015):	US\$1,895
		Early Bird 2 (Register & pay by 29 September 2015):	US\$1,995
		Regular Tuition Fee:	US\$2,095
Dates & Locations:	26 - 27 October 2015 Cordis Hong Kong, at Langham Place	Group discount of 10% for 2nd participant from the same organization. For limited time only by 29 September 2015 register 3 participants and the 4th participant will receive a complimentary seat (One discount scheme applies).	

Raising Brand Awareness Through Brand Story Telling and Content Marketing

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session A: 26 - 27 October 2015, Cordis Hong Kong, at Langham Place

Program Content is king, yet marketers constantly face challenges to develop a consistent content strategy, produce truly engaging content and measure content effectiveness.

To better **achieve engagement and brand share**, it is vital for marketers to **develop effective content and brand story telling strategies**. This highly interactive 2-day program is designed to equip marketing and brand professionals with the skills to tackle these challenges.

In this 2-day program, you will gain insights into **create a compelling story for your brand which engages and excites your target audience**. By developing effective content and brand storytelling strategies based on your business objectives, even with a **limited marketing budget**, you will turn your marketing spend **into long-term business assets**. Our faculty director will lead you through the content strategy considerations for both B2B and B2C businesses. You will also be exposed to the **different types of content such as blogging, podcast, videos, pictures, whitepapers** and many more to **build your audiences and achieve engagement and create truly engaging content**.

At the end of the program, you will know how to **select the right channels for your business, develop your KPIs and metrics to measure the success of your campaign and set up your own brand newsroom**. Using time-tested frameworks and business case studies from ANZ, Tourism Australia, Psaros Property Developers and many more, you will be able to **implement a successful content strategy within your organization**.

PROGRAM INTRODUCTION

Every day, more than 27 million pieces of content are shared. This statistic speaks volumes on how content is king. With social channels such as LinkedIn and Twitter, content marketing has revolutionized what it means to engage your audiences. This program is designed to equip marketing and brand professionals to develop successful content and brand story telling strategies.

In this highly interactive 2-day workshop, you will be led through the **end-to-end process of implementing the perfect content strategy within your organization**. You will learn how to **create a memorable story for your brand that engages and excites your target audience**. You will gain insights on how to **develop content marketing objectives, set up your own brand newsroom, create engaging content for your audience and measure the success of your campaigns**. You will also learn about how to **use different types of content in both B2B and B2C settings** and how to **achieve buy-in from your management**. You will be guided through implementing a successful content strategy with limited budget through case studies such as Australia Tourism and ANZ.

This program will be led by faculty director Sarah Mitchell, who has more than 15 years of experience in content marketing and brand story telling. She will guide you to develop successful content marketing initiatives which lead to better engagement and brand awareness.

WHY YOU SHOULD ATTEND

- Develop content for your organization which can be converted to long term business assets
- Understand the end-to-end process of setting up your own brand newsroom
- Gain insights into how to implement a successful content marketing initiative with a limited budget
- Develop content marketing strategies and select tactics that align to your business objectives to maximize your ROI
- Discover how to design and tell brand stories to engage your target market and maximize business opportunities

Raising Brand Awareness Through Brand Story Telling and Content Marketing

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session A: 26 - 27 October 2015, Cordis Hong Kong, at Langham Place

WHO WILL BENEFIT THE MOST

This highly practical two-day program is designed for Marketing Directors, Marketing Managers, Brand Managers, Content Marketing, Content Strategy, Marketing Communications, Digital/Online and Social Media Marketers, Creative directors, Business Owners and Marketing Professionals striving to produce effective brand storytelling and content marketing strategies to achieve better turnover, brandshare and customer engagement.

CPD CERTIFICATION DETAILS



This course has been independently certified as conforming to accepted CPD guidelines. On average, this executive program contributes 16 hours towards your CPD.

Delegates must register at the start and close of each workshop to be awarded a certificate of completion.

PROGRAM AGENDA

DAY ONE

How and Why Marketing Is Changing

- Changes in consumer behavior
- Why customer experience is a game changer
- What marketers face in 2015
- Creating a brand experience

Case studies: Smart Nation Singapore (Forbes)

Finding and Telling Brand Stories to Maximize Business Opportunities

- Why bother with storytelling?
- What does a good story look like in a brand setting?
- What makes a story newsworthy?
- Why brands have to be responsible for their own stories
- Storytelling with a Media Mindset: how to get earned media
- Brand Newsroom: Why it makes sense to hire your own editors
- Brand Storytelling: Maximizing Your Opportunities

Case studies: Microsoft Asia Pacific, WA Ballet, Psaros Property Developers, acquire Technology Solutions

Getting Your Messaging Right

- Identifying Capabilities
- Ranking for competitive advantage
- Determining value to the buyer
- Selecting key messages

Case studies: miningoilandgasjobs.com, Compuware, Spring Singapore

How to set up your own Brand Newsroom

- Roles and responsibilities
- Workflows and processes
- Managing the editorial
- Developing a content brand vs. putting out more branded content

Case studies: Ventura Home Group, Careers and Industry Guide, ANZ Blue Notes, Ladyironchef

Raising Brand Awareness Through Brand Story Telling and Content Marketing



This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session A: 26 - 27 October 2015, Cordis Hong Kong, at Langham Place

DAY TWO

What is Content Marketing?

- Addressing the hype and overinflated promises
- What does a mature content marketing initiative look like?
- Why a social media strategy is a big waste of time
- How you can turn your marketing spend into long-term business assets
- What you can expect from content marketing – and what you shouldn't

Case studies: Rio Tinto Australia recruitment, Tourism Australia, Brand Newsroom, Deutsche Bank Asia Foundation

Why you must start with a strategy

- What are your business objectives?
- Who is your audience?
- How are you going to measure success?
- Developing a content marketing mission statement

Selecting the right tactics for your brand

- Different content types
- Social networking channels
- Using search results to guide content
- B2B vs. B2C considerations

Case Studies: Mandarin Oriental Hong Kong, Harbour City

How do you amplify your content?

- Using paid media to earn your audience
- The Power of Brandscaping
- Syndication considerations

Designing High Impact Customer Loyalty and Retention Programs

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session B: 29 - 30 October 2015, Cordis Hong Kong, at Langham Place



Adam Posner

Founder and CEO

Directivity

- Over 20 years of experience in data driven marketing and customer loyalty programs with both B2C and B2B industries such as retail, leisure, entertainment, education, accommodation and manufacturing
- Co-Authored internationally referenced research studies on consumers' relationships with loyalty programs - For Love or Money (2013) and Share the Love (2014) with a third research study due out in August 2015
- Avid speaker at prominent marketing events such as Loyalty world 2013, The Customer Show, Customer TECHX, Global ADMA Forum

Adam has more than 23 years of direct marketing experience. In 2007, he founded Directivity and provides valuable insights on loyalty marketing programs that are profitable to the business and meaningful to his clients. His experience spans across both B2C and B2B industries in sectors including leisure and entertainment, education, accommodation, manufacturing and retail.

Adam has been involved in a range of loyalty and retention programs from large retail programs. These include the new Coles flybuys program launched in 2012. In addition, he developed the 'Return on Loyalty' models for pharmacy, education, entertainment and large franchise accommodation networks. Adam, together with Citrus, has commissioned and co-authored two in-depth research studies on consumers' relationships with loyalty programs - For Love or Money, 2013 and Share the Love, 2014. Their studies were placed 4th in the Top 10 most viewed marketing topics of 2014 by Marketing Magazine.

He has facilitated and presented on customer loyalty and loyalty programs at Loyalty World 2013, The Customer Show (2013), upcoming Customer TECHX (2015), The Global ADMA Forum as well as tailored loyalty keynotes for clients. Adam has been widely interviewed on loyalty and published in Herald Sun, Courier Mail, Marketing Magazine, BRW, CMO, Colloquy, eConsultancy, AdNews, B&T

EXECUTIVE SUMMARY

Program:	Designing High Impact Customer Loyalty and Retention Programs	Early Bird 1 (Register & pay by 3 September 2015):	US\$1,895
Dates &	29 - 30 October 2015	Early Bird 2 (Register & pay by 29 September 2015):	US\$1,995
Locations:	Cordis Hong Kong, at Langham Place	Regular Tuition Fee:	US\$2,095

Group discount of 10% for 2nd participant from the same organization. For limited time only by 29 September 2015 register 3 participants and the 4th participant will receive a complimentary seat (One discount scheme applies).

Designing High Impact Customer Loyalty and Retention Programs

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session B: 29 - 30 October 2015, Cordis Hong Kong, at Langham Place

Program Essence: *"A 5% increase in customer retention can lead to a 25% - 100% increase in profit"*
- Fred Reichheld, The Loyalty Effect

It is therefore important for marketers to rethink your current loyalty strategy that will in turn strengthen customer retention programs and increase profits in your organization. This practical and highly interactive two-day program is designed to provide marketing and customer experience professionals with practical techniques to **review and re-evaluate existing customer loyalty or retention programs and develop a high impact customer loyalty program for your business.**

You will be led through the **end-to-end process of designing and implementing a customer loyalty program using a robust and proven 9-step framework.** In addition, you will gain insight into research studies on loyalty programs and customer loyalty co-authored by the faculty director. You will be exposed to **leading world-wide loyalty programs and be familiar with conducting competitor analysis to achieve your loyalty program objectives.** You will also be exposed to **2 different loyalty program structures and how to map member's experience to your loyalty program.** Our faculty director will also share insights on how to **structure metrics** for your program and how to **avoid common pitfalls.** At the end of the program, you will leave with a **blueprint and action plan to develop and implement a customer loyalty program that is profitable to your business and meaningful to your members.**

PROGRAM INTRODUCTION

Simply possessing a membership card does not make a customer more loyal. It is vital for organizations **to create a relationship with your customer through high impact customer loyalty programs.** In this highly hands on two-day program, you will be able to **review and re-evaluate your existing customer loyalty programs to achieve customer retention within your organization.**

You will discover how to develop a customer loyalty program blue print, map out customer touch points and create a action plan which enhances relationships and drives profits to your organization. You will also **gain insights from case studies and research on consumers' relationships with loyalty programs.** Using case studies, you will be able to identify the 2 structures commonly used for loyalty programs. You will be able to apply a **time tested 9-step framework to design and implement an effective loyalty program within your organization.** You will also be guided through how to structure metrics and the pitfalls and traps to avoid in your program.

Led by faculty director Adam Posner, with more than 20 years of experience in direct marketing and developing customer loyalty programs, he will guide you on how to develop an **high impact customer loyalty program which leads to success and retention.**

WHY YOU SHOULD ATTEND

- Understand the loyalty landscape and find your organization's unique proposition for your customers
- Find out what type of loyalty program and structure will be most suited for your organization
- Develop high impact customer loyalty programs using blueprints and action plans based on time-tested loyalty frameworks to creates value for your organization
- Gain insights into how to implement a customer loyalty program that is profitable to your organization and meaningful to your members
- Learn how to avoid the pitfalls that limit loyalty program success
- Find out the metrics you can use to measure and report success

Designing High Impact Customer Loyalty and Retention Programs

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session B: 29 - 30 October 2015, Cordis Hong Kong, at Langham Place

WHO WILL BENEFIT THE MOST

This highly practical two-day program is designed for Marketing Professionals, Customer relationship management professionals, Customer Communications, Customer Experience, Customer Engagement, Customer Insights, Customer Growth, Customer Retention, Business Owners and Marketing Professionals striving to produce effective and high impact customer loyalty programs to achieve retention as well as increase value for your organization.

CPD CERTIFICATION DETAILS



This course has been independently certified as conforming to accepted CPD guidelines. On average, this executive program contributes 16 hours towards your CPD.

Delegates must register at the start and close of each workshop to be awarded a certificate of completion.

PROGRAM AGENDA

DAY ONE - Morning (Customer loyalty landscape)

- Why customer loyalty and retention? Discuss the relevance to your business growth objectives
- What is customer loyalty - defining the 2 dimensions and 4 quadrants
- 4 consumer behavior changes impacting customer loyalty
- Overview of the loyalty landscape – International vs Australia with insights from 2013, 2014 and 2015 research studies
- 2 ways a loyalty program can grow a business
- Which brands win the hearts and wallets of members - Case studies to share.
- Do you really need a loyalty program? Introducing the diagnostic to identify the value and viability of a program
- Activity: complete the diagnostic and determine your most important reason for a program

DAY ONE - Afternoon (The steps to loyalty success)

- From idea to implementation – the 4 key stages to take a program to market
- Discover the two critical pillars of a valuable program
- Developing objectives - why do businesses and brands have customer loyalty programs? The members' views
- Develop your program's SMART loyalty objectives with examples from other programs
- Introducing the powerful program framework - 9 steps to a valuable program
- 3 key questions to answer to validate your commitment
- Who is the program for? Activity to develop member persona profiles
- Revealing the other audiences (besides members) that impact your program
- Researching your members' needs – tips on what to research

DAY TWO - Morning (Designing a valuable program)

- What type of program and structure? Identify the 2 different structures and various types of programs with case studies
- Matching the program type to the objectives set on day one
- Designing a program with three key ingredients to match the three member expectations - case studies to help
- Examples of what members want and what they don't want from a program
- Developing your program's promise and how it needs to fit your brand's promise
- Competitor analysis – introducing a model to help you do a competitor comparison
- Member's experience – map the moments that matter to a member, from on-boarding to engagement
- Technology – an overview of platforms and architecture to run programs
- Data – where, when, how, what and how much is too much – what members will share and will not
- Marketing your program – internal vs external, with examples of program communication plans

Designing High Impact Customer Loyalty and Retention Programs

This Program Has Been Independently Certified and Accredited by CPD, an Internationally Recognized Certification Board

Session B: 29 - 30 October 2015, Cordis Hong Kong, at Langham Place



DAY TWO - Afternoon (What's the return on loyalty - looking into the financials)

- Discover three different ways to fund your program
- Live activity - working through a financial model
- Metrics of success and reporting success
- How to manage the engagement cliff
- Engaging your team - diagnostic to measure team commitment
- How to avoid defection from your program – the 2 elements in your control
- Where your program can go wrong – 5 common traps
- Exit strategy – strange but true. Identifying the impact of closing or changing a program with tips to avoid brand impact
- Summary of two days with actions

REGISTRATION PAGE

PROGRAM FEES

Session	1st Early Bird Fee Per Participant (If payments & registrations are received by 3 Sept 2015)	2nd Early Bird Fee Per Participant (If payments & registrations are received by 29 Sept 2015)	Regular Fee Per Participant
Session A: Raising Brand Awareness Through Brand Story Telling and Content Marketing (26 - 27 Oct)	US\$1,895	US\$1,995	US\$2,095
Session B: Designing High Impact Customer Loyalty and Retention Programs (29 - 30 Oct)	US\$1,895	US\$1,995	US\$2,095

GROUP DISCOUNTS

Group discount of 10% for 2nd participant from the same organization. For limited time only by 29 September 2015 register 3 participants and the 4th participant will receive a complimentary seat (One discount scheme applies).

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____
 Organization: _____
 Address: _____
 _____ Postal Code: _____

I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Please register the following participant for this seminar.

(Please tick to select your seminar(s). You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Session(s): A B

2nd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Session(s): A B

3rd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Session(s): A B

4th Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Session(s): A B

VENUE AND ACCOMMODATION INFORMATION

Cordis Hong Kong, at Langham Place

26 - 30 October 2015

555 Shanghai Street,

Mongkok, Kowloon, Hong Kong

Tel: + (852) 3552 3388

Fax: + (852) 3552 3322

Website: <http://hongkong.langhamplacehotels.com/index.html>

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

PAYMENT METHODS

BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**

Bank code: **7144**

Bank Branch code: **001**

Bank Address: **6 Battery Road, #01-01 Singapore 049909**

Bank Account No: **0107775042**

Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**

SWIFT Code: **SCBSLG22**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +65 6899 5030.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque.

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

EARN CPD HOURS



This course has been independently certified as conforming to accepted CPD guidelines. Delegates must register at the start and close of each workshop to be awarded a certificate of attendance. Participants may earn CPD hours after attending this executive program

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global International Limited reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global International Limited will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global International Limited and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

FOR OFFICIAL USE

FEE RECEIVED

REFERENCE L5284_L5285/AS/ME