

# STRATEGIC BRAND MANAGEMENT

**Onsite** — 2 hari

Dalam program 2 hari, peserta akan diajak untuk memahami dan menguasai apakah esensi sebuah brand, apa perbedaan antara brand dengan produk, pentingnya memiliki brand yang kuat, bagaimana mendiferensiasikan & mempositioning-kan brand kita, serta pendalaman tentang pentingnya elemen-elemen sebuah brand dan bagaimana membentuk suatu brand identity.

## Tujuan Pembelajaran

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## Cakupan Pembelajaran

### Hari 1

- Manajemen Produk dan Merek
- Elemen Merek
- Identitas Merek
- Workshop (1)

### Hari 2

- Loyalitas Merek
- Ekstensi Merek
- Workshop (2)
- Presentasi

## Metode Pembelajaran

- Lecturing
- Diskusi Kelompok
- Workshop Interaktif

## Peserta

- Pimpinan perusahaan, wirausahawan, manajer senior lintas departemen, manajer senior dan madya dari divisi pemasaran, penjualan, dan business development
- Pimpinan perusahaan, manajer senior dan madya dari Perusahaan Periklanan.

## Konsultan



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.



RUBEN SARAGIH

Ruben has expertise in leadership, performance management, and business processes. He is a founder of Indonesia Happiness Club. Ruben has 20 years of career experience in a variety of large companies ranging from services, retail, distribution, and manufacturing which in the last 5 years at the level of directors.



ALFRED ALBERT T.

Alfred has expertise in branding and strategic marketing. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing integrated Marketing programs, executing Marketing Research as well as developing people & organizations.

*\*Subject to availability*

**Selasa - Rabu**

08:30 - 16:00 WIB

22-23 Oktober 2024

Investasi

**Rp 6.500.000,-**

*Subject to 11% VAT.*

### Early Bird:

- Potongan Investment Fee sebesar 10% untuk pembayaran sebelum H-5 program berjalan.
- Untuk corporate partnership, silahkan hubungi Business Partnership Officer kami di +62-811-1991-1168 (Telepon/Whatsapp)