



That's How MarComs Works

Practical Tips from Real Life Experiences in Marketing Communications, Public Relations & Events Management

March 26-27, 2012 | One World Hotel, Bandar Utama, Selangor

Having completed this program, you will:

- Connect better with your audience
- Overcome challenges easily with better foresight
- Derive greater value from key business partners
- Win the support of people you work with AND
- Deliver results with your plan

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That's How MarComs Works

Often, organizations spend significant expenses on beautiful advertisements, a unique logo, a corporate looking website, perhaps even a television commercial that makes people say "wow" or 'hmm', with little or no results to the Marketing Communications (MarComs) activities and investments. Likewise your exhibition booth stands out from the crowd and significant money is spent on events by the company with little or no results from the event.

WHY?

This program is designed to ensure that participants will gain a professional understanding of MarComs, learn to analyse what works for the organization and be able to measure outcomes. Participants will also become more confident in handling events and public relations.

After all, it's not just about looking good, it's about getting the results that counts!

This course is for...

- Personnel responsible for MarComs, Event Management & Public Relations
- Marketing managers & executives involved in marketing, sales promotion & brand management
- Business development & sales managers
- MarCom managers & executives

Your Learning Outcome is...

- Understand the role of marketing communications in the organization
- Find out the different types of communication tools and approaches
- Develop an effective communication approach for your audience
- Identify supportive vendors and learning street-smart negotiation tips
- Obtain methods for building win-win partnerships with vendors/external parties
- Discover critical factors for successful events
- Evaluate the outcome of marketing activities/events

Meet the Course Director



For more than 12 years, Sharon Cheah has been responsible for more than 100 marketing events and supported over 200 people in their sales and marketing activities in a B2B business environment. She helped them deliver messages that reached out to their audience, stood out from the crowd and delivered results.

She has had extensive exposure to Customer Relationship Management (CRM), branding, public relations, external and internal communications. She enjoys facilitating the learning of others and has been actively doing so for over 3 years. Currently, she is a marketing practitioner at a financial services consultancy firm.

Sharon holds a Bachelors Degree In Business and Administration from Victoria University of Wellington, New Zealand as well as an MBA from Charles Sturt University, Australia.

Sharon has a very professional facilitation approach. She helps participants obtain clarity and a greater understanding for MarComs. I'm always impressed with her ability to be with the participants and teach them from where they are; with grace and humour. *Michael Tan, Chief Relations Officer*

I find that Sharon has the great ability of delivering content with easily understood structure, clearly defining complicated subject matter, enabling participants to follow and understand the content easily and effectively. *Krish Ravindran, Entrepreneur*




Course Outline

This two-day workshop will introduce you to the tools used by marketing communications professionals as well as identify what works well for your organization and target audience.

Day 1



The role of Communications in Marketing

- How does Communication take place?
- How do Consumers/people process information?
- What is Marketing?
- What is the role of Communication in Marketing?

 Role play: Good vs. poor communications


What is Marketing Communications?

- Old media vs new media
- Current and future trends
- Promotional Mix;
 - Advertising
 - Personal Selling
 - Public Relations
 - Sales Promotion
 - Directing Marketing
- Challenges out there
- Success Stories

-  Discussion - Challenges faced by the participants' organisations
-  Group work - Case Study : Real-life lessons, practical business scenarios


Copy Writing

- What is copy writing?
- How to write compelling content
- Choosing the right words and tone to connect with your audience
- Samples of good copy-writing
- Different styles for different media

 Practical work : Draft a brochure for your product or rewrite one (work on your company's existing brochure)

Develop a Marketing Communications Plan

- Who is your target audience?
- What is the buying and selling process?
- Setting objectives, identifying messages, selecting the right "vehicle(s)"
- Establishing the budget
- What gets measured gets done

 Practical work : Draw an outline for a plan and decide on the objective as well as how to measure the outcome


Day 2


Managing Successful Events

- Establishing the purpose, outcome, budgets
- Who makes the event a success?
- Marketing the event
- Looking for sponsors
- Street-smart negotiation tips
- Creating event plans
- Making sure the people come
- Trouble shooting on the day of the event
- Measuring outcomes
- What happens after the event?

Public Relations

- Who is the media and how do you work with them?
- What exactly does an agency do and how can they support you?
- How to brief your agency?
- How to write a press release, invite the press and organize a press conference?
- What is a press release and how to draft one?
- What happens when a crisis hits you?

 Case Study : Lessons learnt from well-managed crisis and poorly managed ones

 Group Exercise : Draft a press release





RCJ Consulting Sdn Bhd is at:

2-6-4, 6th Floor, Menara KLH Business Centre, Off 2 ½ Miles Jalan Ipoh,
51200 Kuala Lumpur | tel 603-2381 0567/7490 4528/29/30 | fax 03-7490 4532 |
email bavani@rcj.com.my | website www.rcj.com.my

In-House Training

If your company wishes to have a cost-effective in-house training program customized to its needs, contact us at :

03-74904529/30

For the last 14 years, RCJ Consulting has been training managers and executives in the areas of strategic marketing and business development, business finance, business redesign and change management. Companies have benefited from our consulting and advisory services as our consultants are industry practitioners and professionals who only recommend what is implementable.

We create awareness in our training participants that they must take ownership for their own development. We also believe that training program should affect behaviour in two ways.

Firstly, it directly improves the skills necessary for the employee to successfully complete his or her job. Secondly, training increases an employee's self-efficacy i.e. it enables employees to be more willing to undertake tasks and responsibilities as well as exert a high level of effort.

As a result of this, clients tell us that our trainings lead to **lasting business results** as we transfer skills and capabilities instead of merely imparting know-how.

Reserve my place today for "That's How MarComs Works"

Yes, I/we will attend "That's How Marcoms Works"

	Early Bird Rates (before March 10, 2012)	Normal Rates
Individual	RM2,790 (save RM200)	RM2,990
Group *	RM2,550/person (save RM440/person)	RM2,690

* 3 or more participants. Program fees includes certification of completion, course materials, luncheons and refreshments. It does not include travel and accommodation.

Delegate 1

Mr Ms Name

Designation Email

Delegate 2

Mr Ms Name

Designation Email

Delegate 3

Mr Ms Name

Designation Email

Company Information

Name of Company

Address

Tel Fax

Name of Contact Person

Designation Email

5 Easy Ways to Register

- 1 Mail the completed form with a cheque to RCJ at 2-6-4 6th Floor, Menara KLH Business Centre, Off 2 ½ Miles Jalan Ipoh 51200 Kuala Lumpur
- 2 Customer Service at 03-2381 0567/ 03-7490 4528/29/30
- 3 Fax : 603-7490 4532
- 4 Email : bavani@rcj.com.my
- 5 Online : www.rcj.com.my

Registration

Registration forms must be completed and submitted together with full payment before commencement of the course. Otherwise, your registration(s) will be treated as unconfirmed.

Payment can be made either by cheque or bank drafts payable to RCJ CONSULTING SDN BHD and crossed 'A/C PAYEE ONLY'.

Cancellation

Cancellation from the course is subject to the following:-

- Fourteen (14) days prior to commencement - 75% refund.
- Less than fourteen (14) days prior to the commencement - 50% refund
- No show - no refund ; if a participant fails to attend the program, the course fees will not be refunded nor allocated to another program.

We hereby enclose a cheque no. _____ of RM _____ payable to RCJ Consulting Sdn Bhd.

*Authorised Signatory
and Company Stamp*

REGISTER NOW & ENJOY GREAT SAVINGS! Fax to : 603-7490 4532