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Is honored to present

KEVIN L. KELLER



**Strategic Brand Management:
"Increasing the Marketing ROI & Profitability of Brands"
Workshop**

*On Sunday 20th of June, 2010 & Monday 21st of June, 2010.
Intercontinental City Stars Hotel*

1

Develop your human & organizational capability
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Biography

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. An international pioneer in the study of strategic brand management and marketing strategy, Keller's impressive academic resume includes degrees from Cornell, Duke, and Carnegie-Mellon universities, award-winning research, and faculty positions at Berkeley, Stanford, and University of North Carolina. Through the years, he has served as brand confidant to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi-Strauss, Procter & Gamble, Samsung, and Starbucks. From his vantage point as one of the world's leading academic thinkers and top industry consultants in marketing, Professor Keller provides best practice, leading-edge strategic guidelines and tactical insights to help create strong brands in a fast-moving, highly-competitive economy. His textbook, *Strategic Brand Management*, in its 3rd edition, has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.” He is also the co-author with Philip Kotler of the all-time best selling introductory marketing textbook, *Marketing Management*, now in its 13th edition.

Event purpose:

One of a firm's most valuable assets are the brands that it has invested in and developed over time. The difficulty and expense of introducing new products puts more pressure than ever on firms to skillfully manage their existing brands and leverage these assets to maximize their value.

Branding has become markedly more complex. The straight-forward, well-honed mass marketing techniques of previous decades are no longer effective. Without question, a whole set of forces have appeared in recent years that call for new marketing and business practices. Marketers now must do many things, and do them right.

The rules of the game are changing dramatically in branding. Companies need fresh thinking about how to operate and compete given a new marketing environment and the realities of the modern economy. Companies that don't make proper adjustments will be left behind.

Branding is a critical ingredient to creating shareholder value. Yet, many firms suffer from ill conceived and poorly executed branding programs, leaving money on the table in the process. Marketers in the 21st century are recognizing the need to skillfully measure and manage the marketing ROI and productivity of their brands.

Strategic Brand Management: Increasing the Marketing ROI and Profitability of Brands provides a comprehensive, integrated, in-depth examination of the marketing effectiveness and efficiency of brands and branding. In this two-day executive program, Professors Kevin Lane Keller provides the latest and most detailed thinking and practical insights on how to optimize brand value. The program focuses on providing specific guidelines for increasing the marketing ROI, productivity, and profitability of brands.

The program's perspective is relevant to a wide range of industries including consumer products, high-tech, retail and services. Intact marketing teams are encouraged. Coming with colleagues creates a common marketing language and toolkit to help the team maximize the company's branding efforts.

In this two-day executive program, participant will learn how you can improve the ROI and profitability of brands by:-

- Establishing strong competitive brand positions
- Creating intense, active brand relationships with customers
- Integrating marketing programs and activities
- Aligning internal and external marketing activities
- Understanding the efficiency of marketing investments in brands
- Leveraging brand equity across categories & markets
- Designing and implementing brand strategies

Program Outline:

DAY 1

Session One –Brand Planning to Maximize ROI (9:00 – 10:30)

- *Brand positioning model:* how to establish competitive advantages
- *Brand resonance model:* how to create intense, activity loyalty relationships with customers
- *Brand value chain model:* how to trace the value creation process to better understand the financial impact of marketing expenditures and investments.

Session Two – Designing & Implementing Effective & Efficient Marketing Programs (11:00 – 1:00)

- Choosing brand elements
- Integrating channel and communication strategies
- Maximizing new media opportunities
- Branding on a limited budget

Session Three – Maximizing Growth Potential of Brands (14:15 – 16:15)

- Brand architecture, brand hierarchies and brand portfolios
- Effective brand extension strategies

DAY 2

4

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Session One – Skillfully Managing Brands Over Time & Geographies (9:00 – 10:30)

- Managing brands across market segments
- Managing brands over time

Session Two – Developing a World-Class Brand Equity Measurement System (11:00 – 13:00)

- Designing and implementing a brand equity measurement system
- How to conduct a brand audit
- Brand tracking approaches

Session Three – Putting It All Together (14:15 – 16:15)

- Lessons from the world’s strongest brands
- Special applications
- Branding strategies in tough economic environments
- Implementation issues
- Assembling a marketing toolkit

Wrap Up and Close

Each Participant will receive:

- Program material.
- Certificate of achievement signed by Kevin Keller.
- Coffee breaks in addition to lunch.

Target audience:

- Government Officials,
- CEOs,
- Managing Directors,
- General Managers,
- NGOs' management,
- Economic Planners,
- Brand managers,
- Marketing managers,
- New products development managers,
- Marketing research managers,
- Customer service managers.
- Advertising agencies' management.

Program Fee:

- 4,000 LE (only four thousand Egyptian Pounds), per participant for the two day executive program, for Non IMC members.
- 3,500 LE (only four three thousand five hundred Egyptian Pounds), per participant for the two day executive program, for IMC members.
 - Subsidy: 30 % Client, 70% ITC
 - Maximum: Two participants per beneficiary company.

Special Offers:-

- HCCA is granting (10%) ten percent discount for EJB members and CanCham members.
- HCCA is granting (12.5%) percent discount for HCCA client list and AmCham members.

Package Details:

- HCCA is granting (1) one free seat, on every (7) seven seats.