

MASTERCLASS: BUILDING A BRAND WITH KUBI SPRINGER®

Brand Specialist at The Eurasia Consortium



Born Global with an Emergent Market Focus

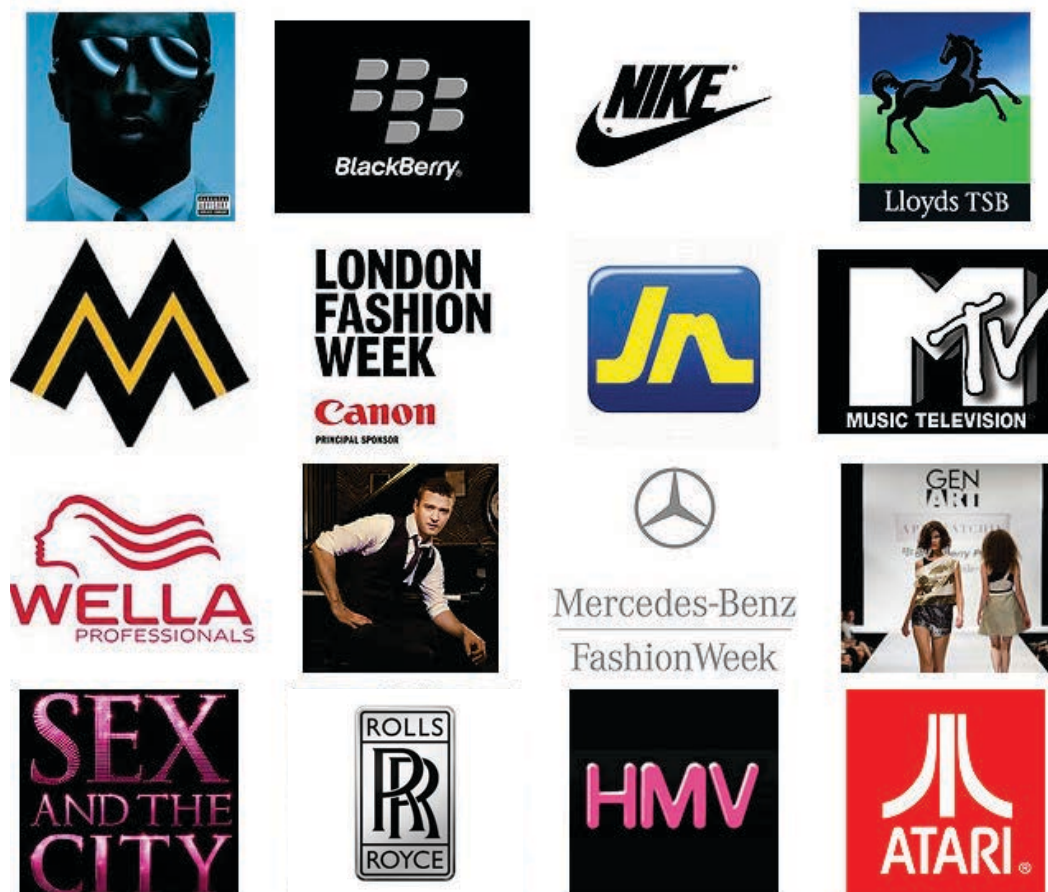


PROGRAM OVERVIEW



Clever marketing drives profit, product longevity, and brand loyalty. As companies either seek to build brand visibility in home markets or seek to take their products or services into new markets and channels, this Building a Brand Masterclass explores marketing on a global scale. The program equips you with valuable skill sets in brand strategy, brand communications, international strategic partnerships and brand commercial innovation.

The Building a Brand Masterclass will outline how to take your brand into new markets and build brand sustainability in your existing market.



PROGRAM AIMS



This interactive one day masterclass aims to provide a quick know-how on how to build or solidify your brand for international expansion or domestic market sustainability. It is ideal for professional and business success and helps ambitious, committed organisations/individuals apply the teaching to their practice. Brand specialist Kubi Springer will provide you with an understanding of the relevance of marketing and the power of your brand allowing you to grow profitability in either your home or in international markets.

By attending this one day masterclass you will be equipped with the tools to strengthen your brand's value or visibility in either your home or international markets leading to enhanced business success.

TARGET GROUP

C-level executives, business owners and managers, start-ups, entrepreneurs and professional individuals.



PROGRAM OUTLINE

- What is a Brand? Discover the Essence of Branding

A brand is more than your Strapline, Logo, Recognition Signs/Signature or Colours and Packaging; a brand is your promise to your customer. It is the image and perception that they have of you, your staff, your branches/office, your products or services. The 'What is a Brand?' introduction will review how branding resonates beyond creative design and actually provides tangible results that impact a companies bottom-line.

- Brand Differentiation – More than the 4 P's of Marketing

The Differentiation session will analyses the 4 P's of Marketing (Product, Price, Place & Promotion) and will outline how today's marketers needs to go beyond the 4 P's for global brand success. It will review the need for brand owners to adopt EQ (emotional intelligence) and CRM (customer relationship management) to develop an international brand differentiation that penetrates multiple markets and cultural norms.

- Interactive Session – The Art of Brand Communication & ROI

Increasing the businesses bottom-line should be at the core of all marketing and brand communication activities. As such this interactive session will provide participants with the tools to effectively track their marketing and brand communication activities and will focus on which metrics can be used to ensure their current activities are impacting their companies' profit margins. From Google Analytics, to social media engagement, press coverage to above-the-line brand impressions; all brand communication and product promotions should impact the sales of the business. This session will enable participants to learn exactly how to achieve this.



Case Studies

Burberry – How to develop a brand story that resonates across national and international markets.

Coca-Cola – How to spot the S.T.E.P (sociological, technological, economical and political) trends in markets.

Richard Branson & Virgin – How to create brand differentiation.

Nike - How to develop a 'Glocal' brand strategy that increases your domestic market share whilst enhancing your global reach.



SUCCESS BRANDS

SPEAKER'S BIOGRAPHY



Ms. Kubi Springer

Ms. Kubi Springer has over twenty years experience in branding and marketing. Kubi Springer delivered campaigns for some of the biggest clients in the world including: Nike, Blackberry, L'Oreal Professionel, Justin Timberlake/Sony BMG, Mercedes-Benz Fashion Week, Sleek Cosmetics, Japanese Real Estate Conference, Hedge Fund Summit (Asia and USA, Rolls Royce London and Adidas.

With an acute understanding of how to commercialise brands, at just 26 years old, Kubi Springer was appointed as the youngest Head of Marketing and Brand Communications for the MOBO Organisation. At MOBO she secured the title sponsorship deal valued at over £1.3 million. By 31 years old, Kubi Springer was headhunted to work with new Sky Entertainment Channel, Sky199 took the company website from 200,000 hits per month to 2.9 million unique users, which generated a 45% increase with online advertisers and channel sponsors.

A strategic marketer with a flair for creative solutions, Kubi Springer has spent a large part of her career delivering international contracts including brand audits, strategic planning, global brand communications, brand training and capacity building.

As seen in



CERTIFICATION BY:

The Eurasia Consortium Malaysia

LOCATION:

The InterContinental Hotel Kuala Lumpur

DATE:

8 May 2017

PARTICIPANT'S FEE:

RM1250.00/PAX, Include all learning materials, handouts, buffet lunch and refreshment each day of the program.

Also, please note that this program is **fully Claimable under HRDF** (SBL Scheme). Thus, all registered employers with HRDF and has paid the levy for the first month of registration is liable to apply for the training grant, subjected to the existing rate of financial assistance and terms and conditions.

For any enquiries please email us at : farhana@tecm.com.my

DIGITAL ADVERTISING





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