MARKETING INSPIRED BRANDING

Join this workshop during the ZSPA conference in Lusaka and walk away with answers you could not have gotten anywhere else.

For reservation please call: 260977461201
email: information.zspa@gmail.com
Power Point over head slide presentation of about 150 slides, explaining the reasons why some brands do well while others don’t. B/W prints of the presentation as take away.

Marketing inspired branding.
The best way to inspire business.
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Why you should attend:
Welcome to a new way of thinking about your business.
During this event you’ll get an idea how to improve your business with an innovative marketing inspired branding program.
Marketing inspired branding is a seminar / workshop that reveal reasons behind customer’s decision that impacts business.
A Power Point slide presentation will reveal what has transpired during actual marketing and branding activities.
During this workshop it will become clear what function do; Image, Awareness and brand Content have in making a purchase decision.
And why some brands succeed while others fails in one and the same market?
Why it is of vital importance to have a brand positioning before implementing any marketing measures and how to develop a suitable positioning and proposition?
And more importantly, how to continuously come up with relevant marketing ideas.

What will you get out of this?
This workshop is for people who seek answers to questions they can’t get answered anywhere else.
Marketing inspired branding seminar / workshops have been conducted in Karlsruhe Germany, Addis Ababa, Kuala Lumpur, Dubai, Hong Kong, Manila and Bangkok.
Attending this session will give you get a better understanding of why the symbiotic relationship between marketing and branding, matters.
Chapter 12 days / six chapters.

**Chapter 1**
101 marketing & branding
Introduction to a largely misunderstood commercial reality.
Some basic facts and terminology essential for successful application. What are the elements of marketing & branding?

**Chapter 2**
Brand dissection. Beyond the obvious recognition of brand personalities different parts of a brand have different functions. This chapter will explain how these brand elements relate to each other and what to consider when building a brand.

**Chapter 3**
Marketing inspired branding.
The advantages of relevant insights gained through marketing analysis provides to a closely related branding program. (Including helpful charts).

**Chapter 4**
Successful marketing & branding in the 21st century. Exploring milestone differences and progressions that deserves consideration when introducing a new brand (including helpful charts).

**Chapter 5**
Cross border marketing & branding.
What needs to be considered before loading the containers destined for a market abroad. Over there, there is no home turf support. Customer’s habits and rituals are vaguely known. This kit shown what needs to succeed.

**Chapter 6**
Leadership in brand management.
Guidelines and ethical tactic for building a competitive edge. Including essential maintenance methods.

G&A has 11 marketing and branding exercises designed to highlight strategic points in building up a business. Depending on time available group exercises will be conducted. Attendee’s participation is required.

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Agree  
[Image: Agree.png]  

disagree  
[Image: disagree.png]  

What I think  
[Image: What I think.png]  

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Goslar & Associates Co. T: +6623336142-3 F:+6623280036 E:info@goslar.co.th www.goslar.co.th
Please keep in mind that this is a preliminary schedule. Changes that suit the attendees better, may apply.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Venue open (Ice breaker)</td>
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<tr>
<td>9:00-10:00</td>
<td>Introduction to concepts / definitions/ WHY</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>Coffee break</td>
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<tr>
<td>10:30-12:00</td>
<td>Lecture Chapter 1 &amp; 2</td>
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<tr>
<td>12:00-13:00</td>
<td>Lunch break</td>
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<tr>
<td>13:00-15:00</td>
<td>Discussions Q&amp;A Chapter 3</td>
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<tr>
<td>15:00-15:15</td>
<td>Coffee break</td>
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<tr>
<td>15:15-16:30</td>
<td>Lecture continuation and exercises</td>
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**Day two**

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<tr>
<th>Time</th>
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<tr>
<td>8:30</td>
<td>Venue open, recap</td>
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<tr>
<td>9:00-10:00</td>
<td>Q&amp;A about chapters 1,2,3</td>
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<tr>
<td>10:15-10:30</td>
<td>Coffee break</td>
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<tr>
<td>10:30-12:00</td>
<td>Lecture Chapter 4</td>
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<td>12:00-13:00</td>
<td>Lunch break</td>
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<tr>
<td>13:00-15:00</td>
<td>Lecture chapter 5,6 Q&amp;A and exercises</td>
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<tr>
<td>15:00-15:15</td>
<td>Coffee break</td>
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<tr>
<td>15:15-16:30</td>
<td>Discussion about 4 &amp;6 exercises and wrap up.</td>
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Group exercises:
Depending on availability of time, group exercises shall take place whereby attendees are being challenged to find a solution for simple hypothetical situation.

Interactive segment:
A special form will be distributed to attendees who would like to get answers to their marketing questions.

Abstract:
Marketing inspired branding describes the intrinsic link between marketing and branding. A business practice that has proven to be effective in the USA and Europe but is hardly used anywhere else. Since business has become much more complex applying marketing inspired branding has been used to manage expenditure better.

Successful Marketing & Branding in the 21st Century hinges on understanding the fast evolving dynamics of socio economic conditions.

This workshop examines shifts in business practices within a commercial environment. In compiling the material for this workshop, we were fully aware of the fact that comparisons can only be considered as tenuous indications because past events cannot be compared with projective scenarios in a specific market.

Recognizing that everything must change and that as inconvenient as they are, changes represent great opportunities.

Topics:
Acquiring Know-How results in progress, always!

- “How to gain a competitive advantage?”
- “How to select a suitable commercial platform?”
- “How do I start a business with limited capital?”
- “How to set up marketing priorities?”
- “How to star an ideation program?”
- “How to come up with a cost effective IMC?”
- “How to protect my brand’s reputation?”
- “How can I convince others to follow my ideas?”
- “How to decide which risk to take and which not?”
- “How to confront bias against my brand?”
Contrary to a wide spread belief, marketing is not accomplished by making the best offer, but by making an unmatched offer.

Entrepreneurs and CEO's who have taken this advice to heart have inevitably benefited significantly from adding that differentiation value to their businesses.

Following the established business practices can only lead to similar results. In a fast changing economy unknown variables are both, an opportunity and a potential stumbling block. A new mantra of ideas led business practices is the best way to successes.

Multiple changes on multiple levels at the same time. Not just in the immediate vicinity but distant economic tremors have a profound influence on your business. It is no longer sufficient to have a B Plan or a C plan. Free wheeling innovation is more difficult to achieve.

The contradicting outgoing position. Frequent changes in the parameters of the outgoing position changes the way successful business is conducted. Understand the contradictions of outgoing positions between marketers and consumers is a major factor in developing new marketing mechanisms.
Alex Goslar lecturer

After receiving his diploma in Vienna Austria, Alex's career path took him to London, Bangkok, Chicago and to Frankfurt Germany where Alex worked as a European Creative Director on international accounts.

A proponent of proactive engagement, Alex brought about remarkable changes to international brands while working at SF & Partners in London, at OAG Advertising Munich, J.W. Thompson Chicago and at the Leo Burnett Company. During his journey, Alex created distinctive campaigns for global brands that earned him prestigious international awards in Japan, The USA and Europe. Amongst them:

2 Golden Lions from the Cannes Film Festival, New York Cleo awards, the London Advertising Festival, The New York One show and the Los Angeles art director's club. In addition to his daily activities, Alex published several papers on the relationships between people and brands.

Through his intensive involvement Alex was able to coach young executive who intern became contributors to the cause of proactive engagement.

Since 2001 Alex works out of his independent Branding Agency in Bangkok, serving clients in Asia, Africa and Europe.

In addition to building Brands, Alex conducted Seminars and workshops on the subject of marketing inspired Branding for private enterprises as well as for Universities. Alex is a regular columnist for the Thai monthly publication Brand Age.

He has two books about branding to his credit. Brand experience and Brand in Black, which was published in 2011.
MARKETING INSPIRED BRANDING
THE BEST WAY TO INSPIRE BUSINESS

Some of Alex's previous Seminar / workshops

1. Brand new future
2. ABU DHABI Combating adverse economic influences
3. ABU DHABI Applying Brand Power
4. KL Leadership in Brand management
5. BKK Academy of creative thinking
6. BKK A-PR DUSIT THANI Success in Hospitality business
7. BKK the unleashing business in ASEAN
8. BKK Effectiveness of Brand affinity
9. MAHIDOL University Essential marketing tools
10. SHANGHAI China Luxury drive
11. BKK Cross border branding NANO
12. BKK Definition: What is a brand / what is branding?
13. DEP Exporting brands from Asia
14. KARLSRUHE Barriers between East West marketing
15. BKK Generating Ideas that work.
16. KL The upside potential of branding
17. HONG KONG Application of KPI in branding
18. ADDIS ABABA Advancing Ethiopia
19. DUBAI Leadership in brand management
20. KL Business integration in ASEAN
21. ABU DHABI Successful marketing in unfavorable conditions
22. AIM BKK Successful branding in the 21 century
23. BKK Successful branding in a culturally diverse ASEAN
24. MANILA Cross border marketing in the AEC
25. BKK Be aware of being Bamboozled.
26. BKK EDU seminar 101 marketing
27. ABUJA 8th CEO Boot Camp. A workshop like no other.
28. BKK The unequivocal Brand currency
29. FRR Leveraging Brand Power
30. BKK Building a Brand Personality
31. BMO The importance of Brand reputation in banking
32. HK Understanding aspects of Branding
33. HK Building a successful Brand
34. BKK Chula university Seminar Marketing inspirations
35. KL Crisis Communication management
36. BKK Utilizing today's connectivity to your advantage.
37. BKK Transcending from B-B to B-C
38. BKK Belief. A pre condition to any transaction in marketing.
39. BKK Idea generation session. Coming up with better ideas.
40. BKK Chula university Seminar Marketing inspirations
41. KL Crisis Communication management
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