

JW Marriott, Kuala Lumpur

16-17 February 2012

Towers Rotana, Dubai

13-14 February 2012



Participants Certificate will be Awarded by the Centre of Integrated Marketing



NOKIA
Connecting People

SUBWAY
Eat Fresh



The Ultimate Driving Machine

INTEGRATED MARKETING COMMUNICATIONS

Malaysia AIRLINES
Going Beyond Expectations



Think Different

Canon
Delighting You Always

FedEx
Relax, it's FedEx

....FROM MARKET SHARE



Joint Collaboration:



IBN INTERNATIONAL™

Endorsed and Supported By:

Centre for Integrated Marketing



'It's a non-stop blitz of advertising messages. Everywhere we turn we're saturated with advertising messages trying to get our attention. We have gone from being exposed to about 500 advertisements a day back in the 1970's, to as many as 5,000 a day in today's market.'

- Jay Walker-Smith, President, Yankelovich

**IN A WORLD....
WHERE CONSUMERS
ARE TAKING CONTROL,**

**IN A WORLD....
WHERE BRAND MESSAGES ARE EVERYWHERE,
ORGANIZATIONS NEED TO RETHINK THE WAY THEY MARKET.**

The digital explosion gave birth to the attention economy! Unprecedented access to information and new technologies have empowered consumers and business buyers with the ability to tune out marketing messages with ease. In most cases, when given the choice, they choose to skip these messages.

While the noise level of marketing messages reaches an all time high and audiences become more and more fragmented, traditional media channels can no longer be relied upon to effectively reach out to consumers, making executives scratch their heads about how best to get noticed. Smart marketers realize they need to find ways to stand out and engage current and potential customers to maintain and grow their business.

Consumers are constantly sending a message to all marketers:
GET RELEVANT OR WE'LL IGNORE YOU!

THE BATTLE OF PERCEPTION CONTINUES!
TUNING YOUR ORGANIZATION'S AV FREQUENCY TO
CAPTURE CONSUMER MINDSHARE HAS BECOME THE
ULTIMATE GOAL OF EVERY CMO

The critical question changes from...
"HOW DO WE REACH THE CUSTOMER"
TO "HOW DOES THE CUSTOMER REACH US"

INTEGRATED MARKETING COMMUNICATIONS (IMC)

...a phenomenal platform where marketers can build a synchronized, multi-channel communications strategy that reaches every market segment with a **single, unified message**.

Join us in this exclusive Masterclass, with **Angus Jenkinson**, an internationally renowned IMC Guru as he takes YOU through a time-tested solution on how to put together an integrated program into practice, with expert guidance on **planning, coordinating, and controlling** the entire communications process. Angus Jenkinson will help your IMC initiatives to be synchronized with customers...

⇒ **PERCEPTION**

⇒ **ATTITUDE**

⇒ **BEHAVIOUR**



**THIS WORKSHOP IS
DESIGNED TO HELP YOU:**

↙ **Formulate** an "all-touch point" integrated communication plan

↙ **Set up** effective communications by delivering consistent and "integrated" communications through a plethora of media

↙ **Cement** a bond of loyalty with customers which can protect them from the inevitable onslaught of competition

↙ **Build** the powerful mix of communication tools and set objectives that guide IMC programs

↙ **Integrate** your digital and print campaigns into a singular and focused marketing strategy

↙ **Contextualize** IMC in the need for an organization-wide strategy to communicate and deliver a unique value proposition

↙ **Be able** to understand the use of the CODAR® integrated communication planning tool to enable optimised customer-centric IMC

CLIENT TESTIMONIALS

'We could not have moved forward without you. You were the catalyst for what we achieved!'
- Cathy Keable Elliot, Communications Director and Project Leader, UNICEF UK

'Angus and the Centre have played an invaluable role in contributing to essential thinking and pragmatic approaches and have directly influenced important facets of our work at IBM.'
- Kevin Bishop, VP IBM.com N. Europe and former VP of IMC at IBM Europe Northern Region

'Angus and his team are unique in providing a real depth of understanding of the Integrated Marketing field based on years of empirical study.'
- Chris Pinnington, CEO, Euro RSCG Worldwide

'In a frantic market place, integrated marketing effort is an increasingly important factor in ensuring efficiency and clarity of message. The research being done by Angus Jenkinson and the Centre is advancing our understanding of this Integrated Marketing.'
- David Gagie, Managing Director Consumer Lending & Current Accounts, Lloyds TSB Bank plc

'Integrated Marketing is about an entire organisation presenting itself through whatever channel to whatever customer in a way that is entirely relevant to that customer.'

- Nick Smith, Strategy and Marketing Director, British Gas



THE AGENDA

MODULE 1 THE PURPOSE OF IMC

- ✎ Definition of IMC
- ✎ IMC in the context of marketing in general, the creation of differentiated value for consumers, the brand, the media, economic and business challenges that drive IMC
- ✎ Consumer experience in the absence of IMC
- ✎ Consumer experience in the presence of IMC: examples of IMC
- ✎ Why IMC makes business sense
- ✎ IMC and the business model (business to business, business to consumer channels)
- ✎ IMC and integrated marketing

MODULE 2 IMC IN THE CONTEXT OF NEW MARKETING TECHNOLOGIES AND IDEAS

- ✎ The impact of digital marketing and social media on the marketing challenge
- ✎ IMC as an enabler of better digital marketing and social media exploitation
- ✎ Why IMC is more essential in a wired, consumer empowered age
- ✎ Examples of IMC in a digital age

MODULE 3 IMC FUNDAMENTALS

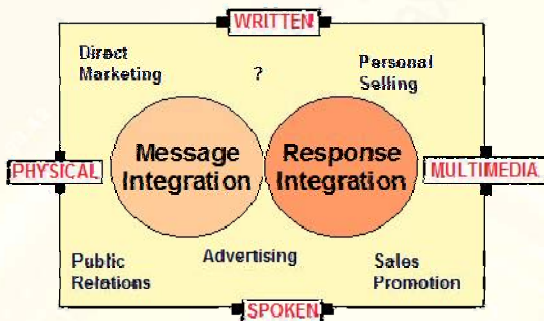
- ✎ Personal experience of IMC
- ✎ The key principles of IMC
- ✎ IMC as a discipline
- ✎ IMC as a process
- ✎ The failures of traditional marketing thinking for the integrated age; why we need to think differently
- ✎ The new rules of IMC and media planning

MODULE 4 INTEGRATION IN PRACTICE

- ✎ IMC architecture and process overview
- ✎ The CFIM1 integration hierarchy: from brand to touch point
- ✎ The CFIM process for IMC

MODULE 5 THE ROLE OF BRAND IN IMC PLANNING

- ✎ The importance of defining the brand identity and developing a brand strategy
- ✎ The Stellar® brand system tool



MODULE 6 IMC AND CUSTOMER INSIGHT

- ✎ The importance of understanding your customers and taking a consumer centric segmented approach
- ✎ Why this applies equally to consumer-based and business based marketing
- ✎ The role and practice of customer intelligence in IMC
- ✎ How customers experience brands
- ✎ How to become customer centric
- ✎ The CODAR® toolkit for integrated planning

MODULE 7 CREATING VALUE: THE PURPOSE OF IMC

- ✎ The importance of having differentiated value
- ✎ Value as experience
- ✎ Toolkit for developing a unique value proposition

MODULE 8 THE INTEGRATED COMMUNICATION PLAN

- ✎ IMC is driven by planning; planning is driven by insights; insights are driven by customers
- ✎ Planning as a cyclic activity
- ✎ How to plan communication objectives
- ✎ How to develop integrated strategies,
- ✎ The CFIM integrated planning process
- ✎ Practical aspects of IMC planning

MODULE 9 EXAMPLES OF INTEGRATED COMMUNICATION

MODULE 10 BUDGETING IN IMC

- ✎ Setting budgets
- ✎ Optimizing investment as a strategic activity
- ✎ How to validate investment against communication objectives
- ✎ The challenge of allocating performance

MODULE 11 IMC IN PRACTICE

- ✎ The planning process
- ✎ Social realities in the planning process
- ✎ The implications of IMC on the structure of communication and marketing management
- ✎ Competition between agencies and departments
- ✎ Workflow between agencies and client
- ✎ Policies for managing agencies
- ✎ Policies for managing clients
- ✎ Project management during execution

MODULE 12 MEASURING PERFORMANCE

- ✎ Measurement methods and metrics
- ✎ Learning processes
- ✎ How to optimize IMC: a continuous learning process
- ✎ The value of a knowledge management system

ABOUT THE WORKSHOP

This highly interactive workshop is designed to provide participants with practical and 'hands-on' insights on Integrated Marketing Communications, along with effective strategies and tools. Derived from Angus's extensive experience, this workshop will be conducted through the use of case studies, explanations of tools and methods, experiential learning, multimedia presentation and Q&A session. Case Studies including IBM, Sony, Amazon, BMW, Seaboard Energy, UNICEF and many others will be shared during the class. This workshop is designed to be:-

• PRAGMATIC

Based on proven techniques and principles, the course material and concepts can be implemented as soon as participants return to the workplace

• PARTICIPATIVE

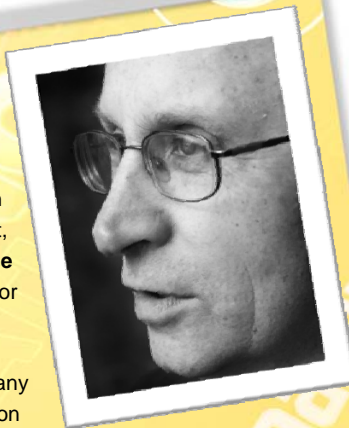
This workshop is designed to be interactive and participative. Class workshops, team projects and networking sessions contribute to the learning process

• SOLUTIONS ORIENTED

The hands-on exercises and consultative sessions provide a unique forum to address critical concerns and develop strategies that maximise returns

'Angus and his team are unique in providing a real depth of understanding of the Integrated Marketing field based on years of empirical study.'

- Chris Pinnington, CEO, Euro RSCG Worldwide



ANGUS JENKINSON, FCIM FIDM FRSA MASD ARPS is recognized as a global thought leader in strategy, integrated marketing and organization development, with 25 years experience as a senior practitioner, consultant, academic research director and writer/trainer. He was **appointed the world's first Professor on Integrated Marketing**, directing the Centre for Integrated Marketing (CFIM) at the University of Bedfordshire in 2002.

Angus has worked with dozens of blue-chip firms internationally, across many categories, leading an incredibly diverse range of strategic projects based on his extraordinarily broad practical expertise in integrated marketing and IMC, brand system management, CRM, customer experience design, and organisation development. Apart from serving as a Principal Trainer in Institute of Direct Marketing (IDM) for 15 years, Angus was also responsible to **design and deliver the IDM's Diploma in IMC and advised the CIM on syllabus**.

Principally a transformational consultant and know-how researcher, he has delivered successful project outcomes across a wide range of industry sectors, working internationally with dozens of brands in FMCG, consumer and professional services, retail, technology, financial services, travel and not-for-profit. In demand for his knowledge, **he has trained some 2000 marketers and students** in face-to-face workshops, master classes, and Masters seminars, and thousands more using digital and knowledge-based technology across 60 countries.

Angus and his team at CFIM has researched over 30 leading companies including: AA, AOL, British Gas, EURO RSCG, Ford StreetKa, Harley Davidson, i2, IBM, IDM, Lloyds TSB, Lush, Ogilvy, Royal Bank of Scotland, The National Trust, Sainsbury's, SEEBOARD Energy, Specsavers, and WRC. He has also worked on a project with 200 UK brands to develop the world's leading Integrated Marketing benchmark audit and key improvement planner.

He has successfully **designed 4 world-first tools**: the *Touchpoints* tool for CRM / database marketing; the *CustomerPrints* pen portraits application for CRM (equivalent to the parallel personas concept in website design); *CODAR*® for integrated communication planning; *Stellar*® for brand system management. He published two books and more than 150 practitioner and academic papers, book chapters, articles, briefings and cases including substantial coursework contributions.

He is a fellow of the Chartered Institute of Marketing, Founder Member and Hon. Fellow of the Institute of Direct and Digital Marketing (IDM). As a visiting professor, he has also taught Masters programmes at CHN University of Professional Education in the Netherlands and at MICA Business School, Ahmedabad, India.

Angus received his tertiary education from Oxford University.

PARTIAL CLIENTS LIST



AMONGST HIS NOTABLE PROJECTS:

- ❖ Developed an integrated roadmap for IBM return to pre-eminence, engaging 400,000+ IBMers around the world with a new design for the IBM Brand System
- ❖ Designing campaigns and IMC practices for clients, including NSPCC, UNICEF, OgilvyOne, and other brands, as well as media and communication agencies to achieve integrated and effective communication campaigns, and integrated workflow
- ❖ Reviewing, defining and implementing the brand system of a variety of brands/organizations including UNICEF UK, Olympus UK, The National Trust, NSPCC, ICG PLC
- ❖ Development of the highly regarded Media Neutral Planning Best Practice framework in partnership with the Chartered Institute of Marketing and over 20 Major Brands forming a global standard for IMC
- ❖ A 10-year assignment as global knowledge manager/adviser to OgilvyOne worldwide, reporting to the Chief Executive, enabling repositioning of the brand and providing a global CRM methodology, toolset and knowledge base for helping OgilvyOne's prestigious clients increase customer loyalty and one-to-one marketing success. Impacted the fundamental expertise and workflow for more than 6000 people in more than 60 offices in over 40 countries, as well as a significant slice of the global economy
- ❖ Developing an international catalogue marketing programme for WWF International involving significant negotiation in partnership building across different country organisations and an external commercial partner
- ❖ Designed and managed international market and customer research for clients including Novartis, Nestle Medical Nutrition, Pitney Bowes, ICG, NSPCC, Mars, recommending brand, positioning, product, customer journey and organisation change outcomes

INTEGRATED MARKETING COMMUNICATIONS



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INVESTMENT

	Reg by 1st Dec 2011	Reg by 31st Dec 2011	After 31st Dec 2011
2-DAY COURSE FEE	RM 5690	RM 5990 CIM Malaysia Member: RM 4792	RM 6290 CIM Malaysia Member: RM 5032

PLEASE COMPLETE THIS FORM IMMEDIATELY AND FAX TO 603 - 9200 7946

PARTICIPANT DETAILS

Name 1 _____ Job title _____
 Name 2 _____ Job title _____
 Name 3 _____ Job title _____

(name in full)

INVOICE SHOULD BE DIRECTED TO

Company _____
 Business Address _____
 Name _____ Job title _____ Dept _____
 Email _____ Tel No _____ Fax No _____
 Name of Authorising Manager _____ Job title _____
 Signature _____ Date _____

This Booking Is Invalid Without A Signature

INFORMATION
 For further information on this event,
 please contact our Program Managers
 at 603 9206 5800
 or email: ibn@intel-biznet.com

WORKSHOP SCHEDULE

Registration	0830
Course begins	0900
Morning Refreshment	1030
Luncheon	1300
Afternoon Refreshment	1530
End of the day	1700

WHO SHOULD ATTEND

The workshop is most useful to professionals who are tasked to **create, integrate** and **manage** the company's various consumer touch points into the marketing program with special emphasis on effectiveness and measurable results. Vice Presidents, Directors and Mid-To-Senior Managers, Media Specialists, Marketing Service Suppliers who are responsible for or positioned as...

- ✧ Advertising
- ✧ Accounts
- ✧ Promotions
- ✧ Brand Ambassadors
- ✧ Brand Strategy
- ✧ Branding
- ✧ Business Planning
- ✧ Business Strategy
- ✧ Channel Marketing
- ✧ Communication
- ✧ Corporate Relations
- ✧ Customer Communications
- ✧ Customer Relationships
- ✧ Customer Service
- ✧ Direct Marketing
- ✧ Direct Response Marketing
- ✧ Market Research
- ✧ Marketing
- ✧ Marketing Communications
- ✧ Media
- ✧ Online marketing
- ✧ Product Marketing
- ✧ Public Relations
- ✧ Sales and Marketing
- ✧ Sales Promotions
- ✧ Social Media Marketing
- ✧ Strategic Planning
- ✧ Web
- ✧ New Emerging Media

PAYMENT

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Two easy ways to pay:

- **Telegraphic Transfer / Cheque**

Bank : Public Bank Berhad
 Branch : Taman Maluri Cheras, Kuala Lumpur, Malaysia
 A/C No : 3-1711239-09
 Swift Code : PBBEMYKL

- **Foreign Demand Draft** in USD to be drawn in a MALAYSIAN Bank

Intelligence Business Networks
 152-4-14, Kompleks Maluri,
 Jalan Jejaka, Taman Maluri,
 55100 Kuala Lumpur

Note: Payments must be received within 7 days upon issuance of invoice.

CANCELLATION POLICY

Due to contractual obligations, cancellation charges are as follow:

- *30 to 10 days notice : 50% of the workshop fee
 - *9 to 3 days notice : 70% of the workshop fee
 - *2 days or less notice : 100% of the workshop fee
- (*Based on working days only)

However, complete sets of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

Note: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.

HOTEL DETAILS

JW Marriott Hotel Kuala Lumpur
 183 Jalan Bukit Bintang
 55100 Kuala Lumpur, Malaysia
 Tel : 603 2715 9000
 Fax : 603 2715 7013



Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organised by IBN International. Please call Mr. Yap Wai Ming at 603 2719 8106 or email at waiming@ytlhotels.com.my

CERTIFICATE

Participants Certificate will be Awarded by the Centre of Integrated Marketing

VISA REQUIREMENT

Delegates requiring visas should contact the respective Embassies or High Commissions in their country of residence as soon as possible.