

# I.M.P.A.C.T.™ Omnichannel

**DATE**  
7 - 9 May 2024 (3 days)  
12 - 14 Nov 2024 (3 days)

**ONLINE PROGRAM**

**TIME**  
9am to 5pm (GMT+8)

In the ever-evolving marketing landscape, there's a growing emphasis on personalized engagement, demanding tailored strategies with synchronized efforts for optimal resonance.

Omnichannel marketing emerges as a pivotal method, enabling businesses to aspire across the diverse channels evolving unique individual customers experience with professional personal approaches and digital contacts. An essential embodiment of "Coordinated", "Consistence", and "Connected" framework as compared to conventional techniques.

Our tailored program equips marketers with skills and knowledge to stay ahead of the game in Pharmaceutical market, ensuring compliance with industrial standards while maximizing impact to build trust-worthiness with the customers. Elevate your expertise and unlock the full potential of Omnichannel marketing for your brand.

## WHO SHOULD ATTEND

- Head of Marketing/ Regional Brand Lead
- Marketing Lead/ Product Manager/ Executive
- Multi-channel Manager/ Promotion Manager
- Head of Sales/ Sales Manager
- Medical Affairs Lead/ Product Physician
- Commercial Excellence Lead/ Manager



The official language for communication and conduct in this workshop is **English**

Learn more about this training program.  
Scan here.

## OBJECTIVE

In this course, you will learn how to effectively navigate and excel in Omnichannel strategy within today's Pharmaceutical landscape. The curriculum is divided into four major components:

- Embrace Omnichannel Mindset and Principles
- Acquire the Fundamentals of Marketing Excellence and Customer Centricity
- Align Omnichannel Contents and Approaches to Brand Strategy
- Employ Effective Channel Engagement in Product Lifecycle

**At the end of the program, the participants will be able to:**

- Understand the crucial components in Omnichannel ecosystem
- Acquire relevant aspects from Brand Strategy for implementations
- Systematically design comprehensive Evidence Based Omnichannel strategy
- Develop compelling contents for Customer-Centric approach
- Anticipate customer needs to build long lasting relationship with the right engagement methods
- Foster collaborations between departments with the right tracking mechanism

## FACILITATOR

**Ivan How** has the mastery in optimizing Pharmaceutical Sales Force and Marketing Effectiveness, Big Data Analytics, and Omnichannel Excellence. His portfolio includes establishing digital frameworks, providing coaching for field officers to enhance the customer experience, and devising customer journey for Omnichannel engagement in South-East Asia.



[Read more](#)

**Lee Hwee Cheen** is a seasoned professional with extensive experience in tactically vindicating commercial processes across Asia Pacific. He has involved in Multi-channel engagement for more than ten years, and has spearheaded the transformation of business channels through effective customer centric engagement.



[Read more](#)

## PROGRAM FEE

Early Bird:

**MYR6,750 (USD1,550)** / pax

Early bird by: May Workshop - 22 April 2024  
Nov Workshop - 1 Oct 2024

Regular:

**MYR7,500 (USD1,700)** / pax

Closing date by: May Workshop - 1 May 2024  
Nov Workshop - 31 Oct 2024

Group (≥3):

**MYR6,750 (USD1,550)** / pax

Closing date by: May Workshop - 1 May 2024  
Nov Workshop - 31 Oct 2024

*The price quoted is subjected to local government tax*

## METHODOLOGY

Applying Kolb's Adult Learning Cycle to Kotler's Principles of Marketing and Evidence-Based Omnichannel Ecosystem with the proven best practices across Asia's Pharmaceutical markets. This three days online program incorporates a series of activities and checklists that are relevant to the real-world scenarios.

## PROGRAM OUTLINE

DAY  
01

### Omnichannel Mindset and Essential Marketing Tools

- Omnichannel Principles
- Marketing Objective
- Customer Profiling
- Brand Positioning

DAY  
02

### Content and Channel Engagement

- Content Development
- Customer Touchpoints
- Channel Utilization

DAY  
03

### Omnichannel Planning Guidance

- Product Lifecycle and Advocacy Advancement
- Campaign Tactics Design
- Track and Response



Go to <https://lmsinternational.com/links/impact-omnichannel/> and fill in the registration form.



To uncover how our services can benefit your team, leaders, and overall organization performance, reach out to us.



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