



# I.M.P.A.C.T.™ Marketing

## Marketing Excellence In Practice

The fast-changing external landscape and competitive dynamics require marketers to deepen their understanding of customer perspectives and become better in anticipating customers' changing needs.

The advancement of technology and information flow make marketing decision increasingly challenging. The ability to quickly identify true customer pain points and respond with the right strategy and implementation plan is critical to compete successfully with others.

Marketing decision must be evidence-based and building strong marketing excellence play a pivotal role in high-performance organization development.

Beyond the brand strategy development, marketing requires cross-functional collaboration, effective market shaping and governance, and instilling the winning mindset in the organization.



### DATE

16-19 Mar 2021  
22-25 Jun 2021  
08-11 Nov 2021



### VENUE/ PLATFORM

Online live via  
LNS Connect™



### DURATION

4 Days  
[9am - 5pm] x 4

## OBJECTIVE

In this course, you will be exposed to real-world case studies, and the Do's and Don'ts in marketing excellence practices. The learning model is divided into 3 parts:

- Shape the Brand
- Shape the Market
- Shape the Organization

At the end of this course, participants will be able to:

- Understand the critical marketing components, principles and processes
- Improve analysis to identify insights for decision making
- Deepen understanding of customer perspectives
- Make meaningful choices and differentiate effectively
- Develop integrated brand strategy and governance
- Shape the organization to execute plans with impact
- Design KPI, track and respond to results



## WHO SHOULD ATTEND

- Head of marketing/ Regional brand leader
- Group product manager/ Product manager
- Product executive/ Promotion manager
- Head of sales/ Second line sale manager
- Multi-channel marketing manager
- Medical scientific liaison officer
- Commercial excellence lead
- Market access lead
- Market research lead
- Country leadership team

## METHODOLOGY

Leveraging on LNS CONNECT™, an innovative online platform, and using a combination of case study discussion, presentation & skill practice activities, participants learn to apply the critical knowledge, skill and mindset in marketing

## PROGRAM OUTLINE

**DAY 01** • I.M.P.A.C.T.™ model and marketing principles  
• Market definition  
• 4C situational analysis

**DAY 02** • Buying process  
• Market segmentation

**DAY 03** • Customer map  
• Benefit ladder  
• Brand positioning

**DAY 04** • SWOT analysis & strategic imperatives  
• Integrated plan and brand governance  
• KPI design and respond

## FACILITATOR

Nelia Cirujales | Panitita Pruksawan

## PROGRAM FEE

### 16-19 Mar 2021

Early Bird:  
USD2,150 (MYR8,550)/ pax  
Early bird by: 19 Feb 2021

Regular:  
USD2,350 (MYR9,450)/ pax  
Closing date: 10 Mar 2021

Group (≥3):  
USD2,150 (MYR8,550)/ pax  
Closing date: 10 Mar 2021

### 22-25 Jun 2021

Early Bird:  
USD2,150 (MYR8,550)/ pax  
Early bird by: 15 Apr 2021

Regular:  
USD2,350 (MYR9,450)/ pax  
Closing date: 15 May 2021

Group (≥3):  
USD2,150 (MYR8,550)/ pax  
Closing date: 15 May 2021

### 08-11 Nov 2021

Early Bird:  
USD2,150 (MYR8,550)/ pax  
Early bird by: 15 Sep 2021

Regular:  
USD2,350 (MYR9,450)/ pax  
Closing date: 15 Oct 2021

Group (≥3):  
USD2,150 (MYR8,550)/ pax  
Closing date: 15 Oct 2021

The price quoted is subjected to local government tax



A very enriching and insightful experience! The training was delivered in a very logical and comprehensive manner, with an excellent mix of lecture and participation

**Product Manager, Singapore**



The content was HIGHLY RELEVANT to my role. It provided clear relatable examples with numerous case studies, and also practical guidance on how these learnings can be applied on the ground

**Medical Affair Manager, Malaysia & Singapore**



It is one of the best marketing workshops I've attended, with so many new insights even for highly experienced marketers. My team is now charged and more confident for their portfolio

**Marketing Director, International Market**



The framework is well integrated between theory and practical case studies. It gives a holistic perspective on marketing

**Head of Marketing, APAC**



Best marketing training I've attended so far. Very lively, a lot of case studies were shared and this helps to make it easier to understand

**Country Portfolio Manager, APAC**



Comprehensive, practical, structured. Specific and relevant to the pharma industry. The case studies are very helpful for understanding the principles

**Product Manager, Malaysia**

To find out how we can help you, your team, your leaders and your organisation be even more effective, contact us at: [sayfoong.tang@LNSinternational.com](mailto:sayfoong.tang@LNSinternational.com)