



# I.M.P.A.C.T.<sup>TM</sup> 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.

#### 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

# DATE 16-19 Mar 2021

22-25 Jun 2021 08-11 Nov 2021

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VENUE/
PLATFORM
Online live via
LNS Connect™

DURATION
4 Days
[9am - 5pm] x 4



#### 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<sup>™</sup>, 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

02

- I.M.P.A.C.T.<sup>™</sup> model and marketing principles
  - Market definition
  - 4C situational analysis
- **DAY** Buying process
  - Market segmentation
- DAY Customer map

03

04

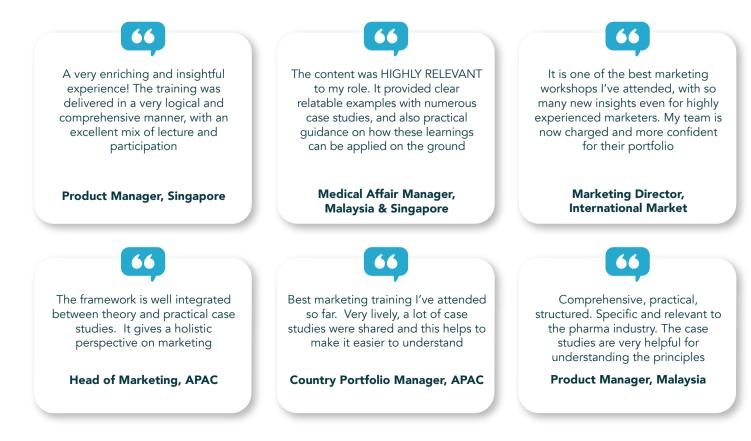
- Benefit ladder
- Brand positioning
- **DAY** SWOT analysis & strategic imperatives
  - Integrated plan and brand governance
  - KPI design and respond

# FACILITATOR

Nelia Cirujales | Panitita Pruksawan

16-19 Mar 2021 ———		
Early Bird:	Regular:	Group (≥3):
USD2,150 (MYR8,550)/ pax	USD2,350 (MYR9,450)/ pax	USD2,150 (MYR8,550)/ pax
Early bird by: 19 Feb 2021	Closing date: 10 Mar 2021	Closing date: 10 Mar 2021
22-25 Jun 2021		
Early Bird:	Regular:	Group (≥3):
USD2,150 (MYR8,550)/ pax	USD2,350 (MYR9,450)/ pax	USD2,150 (MYR8,550)/ pax
Early bird by: 15 Apr 2021	Closing date: 15 May 2021	Closing date: 15 May 2021
08-11 Nov 2021		
Early Bird:	Regular:	Group (≥3):
USD2,150 (MYR8,550)/ pax	USD2,350 (MYR9,450)/ pax	USD2,150 (MYR8,550)/ pax
Early bird by: 15 Sep 2021	Closing date: 15 Oct 2021	Closing date: 15 Oct 2021

The price quoted is subjected to local government tax



To find out how we can help you, your team, your leaders and your organisation be even more effective, contact us at: <a href="mailto:sayfoon.tang@LNSinternational.com">sayfoon.tang@LNSinternational.com</a>