

New Management Thinking for Brands



Delegates attending the workshop will

- Understand how business strategy equals brand strategy and why brand positioning is essential to the operation and success of a business.
- Review the three main schools of management thinking and learn how they can be brought together into a management mindset for constant market turbulence.
- Look at market research as an ongoing process that needs to indicate future trends and demands and not just, what consumers liked yesterday or want today.
- Unearth the power of scenario planning and how it can be applied to brand positioning and strategy.
- Learn about the strategy canvas and how it can apply to positioning and managing a brand or portfolio of brands.
- Be introduced to rapid adaptive strategies design to provide brands with the capacity to quickly adapt to the changing socio-economic environment.
- Understand why being similar to competitors is as important as being different to them.
- Examine the design of brand portfolios including brand extensions and the need for shadow portfolios.
- Understand why brands need to see themselves as members of categories and develop the category in addition to promoting themselves.

Brand Positioning

TWO-DAY WORKSHOP

15–16 February 2012 • Johannesburg
22–23 February 2012 • Cape Town

Positioning a brand, or a portfolio of brands, in today's turbulent and constantly evolving marketplace is crucial to a successful brand strategy.

Brand positioning links the resources, capacity and objectives of an organisation to the desires, needs and perceptions of the marketplace. The act of positioning a brand also determines what the organisation will offer in terms of products and services and how the brand will communicate with its intended audience.

Ongoing socio-economic turbulence, uncertainty and the relentless march of technology means that brands in all industries including financial services, media, entertainment, luxury goods, technology, industrial and FMCG must constantly assess and adjust their positioning in the marketplace.

However, too many brand positionings are little more than static and historical statements of why the brand believes it is different. These static strategies are frequently exposed as inadequate for the demands of the modern socio-economic and business environments.

The **Brand Positioning Workshop** introduces delegates to the new management thinking and tools required to successfully position and manage brands today and tomorrow. The workshop draws from diverse disciplines of management, creativity, social science and technology to create a holistic approach to this core aspect of brand strategy and management.

Delegates will leave the two-day workshop, which is built on the foundation of the acclaimed Brand Master class Workshops, with a methodology and a set of tools that they can immediately apply in the positioning and management of their own brands.

Information

Siphiwe Mashoene
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siphiwe@knowres.co.za



www.kr.co.za

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Who should attend?

Chief Executive Officers

Chief Operating Officers

Chief Brand Officer /
Marketing Directors

Corporate Strategists

Brand Strategists /
Brand Managers

Marketing Managers

Creative Agency Account
Managers / Account Planners

PR Account Managers /
PR Strategists

Market Researchers

PROGRAMME : Day One 08:30–16:30

Session One: Brand Strategy Equals Business Strategy

The first session of the workshop will introduce delegates to brands and their key role in determining the organization's business strategy and success. The session will include:

- The concept of branding, its history, and the evolution of branding since the 1960s.
- How brands create value for customers and organisations, and the importance of brand equity.
- Why brand strategy equals business strategy and what this means for how we develop, position and manage brands.
- Look at who inside organisations should be managing the brand and the competition amongst creative agencies, brand agencies, communication agencies and professional consultancies to advise on the development and management of brands.

Session Two: New Management Thinking for Brands

Today, management of brands needs a flexible management mindset that can cope with positioning and managing brands in the turbulent socio-economic environment of today and tomorrow. Drawing from a wide field of management theory and practice this session will:

- Explore the three broad areas of management thinking and suggest how best they could be combined to create a flexible, learning-based management mindset.
- Introduce delegates to the concept of scenarios as a way of managing brands in uncertain times.

Session Practical: Constructing scenarios

Take-Away Tools & Concepts: Kolb's Learning Loop and Scenario Planning

Session Three: Brand Objectives, Research and Measurement (first part)

Setting brand objectives and research is a vital component of positioning a brand in today's segmented and fast-evolving marketing, but often brand research is too limited to provide the answers that brand owners and strategists need. This session will:

- Discuss the concept of the brand core as a way to guide brand objectives.
- Look at the setting and evaluation of brand objectives.
- Explore how brands acquire insight through internal and external research and analysis.
- Explore how brand research must focus on trends and not snap-shot information
- Introduce delegates to the research concept of the brand neighborhood
- Understand the importance of brand capacity to deliver the brand objectives.
- Look at brand measurement.

Session Practical: Constructing a brand neighbourhood

Take-Away Tools & Concepts: The Brand Core, the Brand Neighbourhood Grid, the Brand Value Creator model, and Malcolm McDonald's SWOT Analysis

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

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About the Facilitator

Patrick Collings

Managing Partner
Sagacite

Patrick is the managing partner at Sagacite, a South African-based management and creative consultancy focused on brands and branding. Sagacite's clients include major South African and international brands. Patrick specialises in brand positioning and strategy, and rapid adaptive strategies for turbulent environments. He has consulted to clients in various industries including financial, professional services, regional administration, tourism, wine, luxury, environment, media, publishing, non-governmental organisations and marketing services. Patrick has been involved in digital content and marketing since the early 1990s and had a leadership role in the development of some of South Africa's earliest ventures into online content and e-commerce. He has remained at the forefront of digital thinking and was one of the first people to explore and report on the concept of virtuality in South Africa. Patrick is the author of the Brand Architect blog and has written on brands and branding for various books as well as industry and consumer publications. He also presents and lectures on brands at South African and international conferences and workshops. As a former foreign correspondent, he occasionally dabbles as a copywriter and has several campaigns to his name. In recognition of his work, Patrick was awarded the international Brand Leadership Award at the 17th Asia Brand Congress in 2008. His work has also received recognition in prestigious PR and environmental award ceremonies. Patrick holds an MBA from the Henley Business School, University of Reading.

sagacite



PROGRAMME : Day Two 08:30–16:30

Session Three: Brand Objectives, Research and Measurement (second part)

Setting brand objectives and research is a vital component of positioning a brand in today's segmented and fast-evolving marketing, but often brand research is too limited to provide the answers that brand owners and strategists need.

Session Four: Brand Positioning and Strategy

This session will focus on the thinking and tools used to position a brand, or portfolio of brands, in turbulent and evolving socio-economic conditions. The session will look at how the brand positioning must link the resources and capacity of the brand to its positioning in the market and the desired perceptions of the intended market. This session will include:

- Introducing the Brand Stratline concept to succinctly convey the brand positioning and its value add.
- Positioning a brand through points of parity and points of differentiation.
- Using a strategy canvas to position a brand. The strategy canvas is based on the Blue Ocean Strategy methodology developed by W. Chan Kim and Renée Mauborgne
- Aligning the brand positioning with organisational strategy.
- The importance of authenticity in developing a brand positioning.
- Using scenarios to test the brand positioning.
- Rapid Adaptive Strategies, including developing a brand portfolio and shadow portfolio.

Session Practical: Positioning a brand using the strategy canvas

Take-Away Tools & Concepts: The Brand Stratline, Points of Parity & Points of Differentiation, the Strategy Canvas, Brand Authenticity, Brand Portfolios and Brand Extensions

TESTIMONIALS

"Patrick is one of the most knowledgeable people I know, when it comes to understanding the behavior of brands." **Warren Griffiths, Group Account Director, Atmosphere BBDO**

"(Patrick) changed my perception of consultants to the positive"
Hein Koegeleberg, CEO, La Motte

"Really got the best birds eye view of branding and trends I could ask for without being bored for one minute!" **Anje de Clercq, Brand Manager, Sasol**

"Patrick is without question one of the most generous and innovative persons I have ever met- wait, he is more than a person, but a personality. Gifted with a great sense of humor, very honest in all his dealings, he knows how to push the boundary one step further than most especially when it comes to marketing, strategy and cutting edge thinking."
Mokena Makeka, Owner & Creative Director, Makeka Design Lab

"I have worked with Patrick on a number of different clients from varying industries and always find his brand strategies to be on point, clear, and in line with key business objectives"
Kate Thompson, Account Director, Magna Carta

"Patrick has a delightful style of presenting which enables delegates to feel at ease and interact more. He is a seasoned brand strategist with great insights on how one can integrate the brand strategy with business strategy. I also learnt a lot about social media"
Sibongile Mooko, Marketing Services Manager, PPC Cement

"As a marketing professional looking to formulate an all-encompassing, integrated marketing strategy, I found Patrick Collings's insights on the changing digital landscape valuable and compelling... A not-to-be-missed, highly informative and compelling delivery."
Jennifer Mears, Senior Communication Consultant, Old Mutual

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Registration

Registration fee

R 8 490.00

The above registration fee includes VAT, lunch and refreshments, parking and workshop material

Terms and Conditions

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a substitute delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may cancel your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, no refund or credit can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip
Nedbank Cresta
Account No.: 1913164489
Branch Code: 191305
FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.

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Crous Knowledge Resources Pty Ltd T/A Knowledge Resources
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Company Reg. No. 1991/000853/07

Special Offer

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPO's, small businesses (30 or less employees) & full-time lecturers at universities/colleges/schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Plaxy Kathumba on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to plaxy@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received.

Booking made by

Phone Email

Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Name Title

Designation

Phone Fax

Cellular Email

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

DELEGATE 2

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 3

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 4

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 5

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

Card No. CCV No.

Amount (All prices include VAT)

Date Signature