

WORD-OF-MOUTH MARKETING

ONE-DAY WORKSHOP

21 September 2010

Crowne Plaza Johannesburg – The Rosebank



www.kr.co.za

FACILITATED BY

haveyouheard
word-of-mouth agency

**KNOWLEDGE
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 HUMAN CAPITAL REVIEW

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Word-of-Mouth has always been the best form of advertising, even before brands existed. Yet, until recently, this powerful marketing force has not been a focus area for marketers.

The onset of on-line social networking worlds (i.e. Facebook) provided tangible proof of how people influence their peers by spreading recommendations. South Africa, however, provides a much more challenging environment as up to 90% of all Word-of-Mouth is conveyed off-line and face-to-face.

This workshop has been developed to provide both a theoretical and practical view of how you can become a Word-of-Mouth Marketing (WoMM) expert.

Who should attend?

This workshop is a **must** for all **marketers** and **brand managers** wanting to understand how they can leverage this powerful force for their brand's own benefit!

Delegates attending this workshop will:

- Understand what WoMM involves and how it has developed
- Understand all the buzz words and techniques involved
- Learn how to develop a WoMM strategy and campaign
- Understand the psychology of influence
- Learn how to measure these campaigns
- Take away lots of practical examples and key learnings

Traveling to Johannesburg?

Crowne Plaza Johannesburg – The Rosebank is a modern and stylish Johannesburg hotel and is only 30 minutes from O.R. Tambo International Airport. The hotel is ideally located for business travel.

Crowne Plaza Johannesburg – The Rosebank is offering delegates who are attending a Knowledge Resources event discounted accommodation rates. To book your accommodation at a discounted rate, please mention the event's name that you are attending and the date/s.



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Facilitator

ABOUT JASON STEWART



Jason is South Africa's leading specialist in Word-of-Mouth Marketing and the co-founder of South Africa's first specialist Word-of-Mouth Marketing agency, HaveYouHeard. He is also a prominent speaker, blogger and soon-to-be author of *Brand Talk – Word-of-Mouth Marketing* in South Africa.

With a background in both Advertising and Marketing, Jason moved into the WoMM field more than six years ago and has spearheaded local campaigns for some of the country's biggest brands. As the most experienced practitioner of Word-of-Mouth Marketing in the country, Jason is on the forefront of developing this medium in both off-line and on-line worlds, for all demographics and product/service categories.

HaveYouHeard currently provides WoMM strategies and campaigns for brands such as Vodacom, Pampers, Woolworths, Sanlam, Canderel and Pepsi.



For more information contact Magdelaine Matlatse +27 11 880 8540 or magdelaine@knowres.co.za

All sections will include both **local** and **international** case studies!

Section one: An introduction and background to Word-of-Mouth Marketing (WoMM)

As an introduction to WOMM, we will provide an overview of the development of the Word-of-Mouth Marketing industry, covering what WoMM involves and includes. We will decipher all the buzz words, techniques, industry speak and illustrate the evolution of WoMM to where it currently stands. This quick burst session will bring you completely up to speed with the industry both locally and internationally.

Section two: Word-of-Mouth Marketing issues including the Do's and Don't's – ethics, disclosure, payment, etc.

WOMM needs to be guarded by ethics and certain principles in order to maintain its integrity and effect rather than to be abused. This session will bring you up to speed with all the important WOMM issues and explain how these affect you and what you want to achieve.

Section three: The different formats of Word-of-Mouth Marketing

We will look at the options, platforms and tools available to you in spreading WoM and how you can use each one within your brand campaigns. This session will provide you with a framework of understanding the different ways to stimulate WOM.

Section four: Relationship Management

We will focus on explaining how to manage relationships with your most influential consumers, including the different tools and platforms available to help you in building and investing in these key influencers. This session will show you how to maintain your campaigns through maintaining the relationships you built in spreading WoM

Section five: The psychology of influence

We will go into detail on the importance of understanding how to Influence the individuals and communities rather than to 'market to' or 'advertise at' them. We will provide a strategic framework to use as well as success examples. This session will change the way you think about marketing and will lead into building effective strategies.

Section six: A framework to develop your Word-of-Mouth Marketing strategy

We will provide you with a WoMM strategy template and go into detail in how to build a strategy for your brand. This session will provide you with a strategy blue print for your brand.

Section seven: Measurement metrics

We will go into detail on how WoM can be measured, what the global benchmarks are, how you can incorporate measurement metrics into your campaigns and how you can build more effective campaigns through using measurement. This session will show you how to measure your campaigns and how to gauge ROI.

Section eight: Key Learnings

HaveYouHeard will share our key learnings with you, based on our extensive experience across different product categories and target markets. This session will sharpen all your previous learning's with experience-based wisdom.

Programme outline:

08:30	Start of workshop
10:00	Morning break
12:00	Lunch
14:30	Afternoon break
15:30	Close of workshop

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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Registration

21 September 2010

Crowne Plaza Johannesburg – The Rosebank

Registration fee

R 3 850.00

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.



Are you a member of the Universal Lifestyle 360° loyalty programme?

YES NO

If 'yes' complete member no/s. below:

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DELEGATE 2	<input type="text"/>
DELEGATE 3	<input type="text"/>
DELEGATE 4	<input type="text"/>
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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 Nkosi Nxumalo on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to nkosi@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

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Dietary Requirements

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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