

Marketing Excellence Series



Power Communications Strategy[©]

The world of brands is over-crowded; stand out with the right words!

10 & 11 March 2011, Pearl Continental Hotel, Lahore

14 & 15 March 2011, Marriott Hotel, Karachi

9:15 am to 5:00 pm



Course Facilitator: **Omar Abedin, UAE**

Master Trainer & Regional Director (Africa, Middle East, South Asia) at Daniel Adams Company, USA

A Consumer Marketing professional with over 18 years of global experience

Exposure to Multinational and Owner-driven environments in Pakistan, the Middle East and North America

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**BRAND
HOTLINE**

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Program Overview

If you are currently a practitioner in the field of marketing or have always thought of marketing, branding and related activities as a “blackbox”, this is a golden opportunity for you to focus on the art and science of how to go about developing great communication strategies. With practical tips, many exercises and case studies, this course will give you the knowledge to truly understand the needs of your consumers, the insight to put together an action plan, and the ability to flawlessly execute that plan to maximum advantage for your company. If you are already in the field of marketing, this course will provide you with invaluable new tools to approach your business with a renewed enthusiasm and vigour.

Key Benefits:

Completion of the course will enable participants to:

- **Understand** what Great Communication really means
- **Focus** on understanding their Core Consumer
- **Comprehend** ways to give the Brand it's Voice
- **Grasp** the PFA Equation
- **Identify** what is job#1 for Everyone!
- **Handle** and build a great Agency/Client relationship
- **Flip the cards** and see how Consumers view Brands
- And so much **More!**

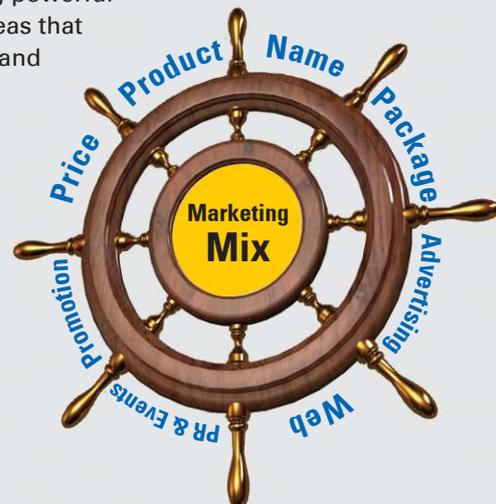
Who Should Attend?

- Hardcore marketing professionals (Brand Managers, Marketing Managers and Product Managers) seeking new tools, fresh ideas and practical techniques for increased brand influence over a wider market.
- Professionals in organizations having a renewed focus on branding and coping up with best global practices.
- Brand Management Teams facing tough competition looking to differentiate their brands for a competitive advantage.
- Advertising Professionals aiming to better connect with the needs of their clients, deliver powerful solutions and turn relationships into partnerships.

Course Agenda:

The “Power Communications Strategy” program is an interactive workshop full of tips, tools and techniques for understanding and implementing the process of building powerful brands.

- Understand Great Communication
- Equity Cause-Effect ladder
- The Road to Equity
- The Brand Perceptions Model & the Complete Brand Identity
- Focusing on the Target Consumer
- The 3-step Professional Evaluation process
- Does Great Advertising even work?
- The Client-Agency partnership
- Writing a powerful Communications Brief
- World-class Briefing practices
- Developing a Creative Brief
- Advertising approval - the way the PROs do it
- Characteristics of Great Communication
- Developing powerful creative ideas that give the Brand its Voice





“Every action we take is either a deposit in or a withdrawal from the Bank of Brand Equity”
Daniel Adams, CEO, DAC.

About The Daniel Adams Company

“We love brands and the art of giving them competitive fire. We believe in discipline, creativity, hard work and at all times keeping it simple”.

The Daniel Adams Company opened for business in 1979, and became one of the world's first brand consultancies. Dan Adams, the founder, brings a uniquely fresh and practical understanding of the art and science of brand-building drawn on his 40 years of successful experience as a client, agency executive and consultant. Since then, Dan has built his firm around a choice worldwide team of consultants with a passion for brands and a shared approach and toolkit of disciplines.

The Daniel Adams Company enjoys enduring client relationships and serve a prestigious client list in the U.S.A and around the world. Some of its major global clients include **Motorola, Reckitt Benckiser, Roche Pharmaceuticals, Ogilvy & Mather, BBDO, Whirlpool, Kraft Foods, Miles-Bayer and more.**

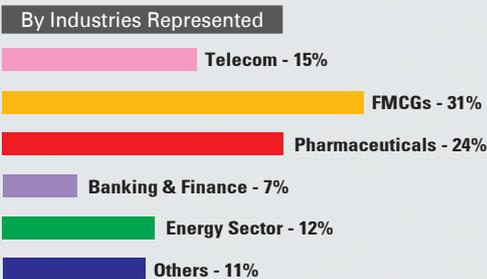


- What is the story of your brand?
- Why should consumers care?
- Do you know how to bring your brand to life for consumers?
- Why strive for great advertising – does it even work?
- Are you optimizing your agency relationship?
- Do you want to improve your understanding of this critical function – and hold intelligent conversations with senior management on the subject?
- Do you know how to contribute to building the brand – and thereby increase your value- addition within the organization?



Participants of
“Building Brand Equity”
 held on 18 & 19 October 2010, Karachi

“Building Brand Equity” was a tremendous success in 2010. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.





Endorsement by Daniel Adams, CEO, The Daniel Adams Co., USA

"Omar is one of the world's most effective brand marketing trainers. People want to learn from Omar because he doesn't set himself up as "the expert". He gets them thinking with provocative questions and insights drawn from his wealth of experience across a wide variety of brands/markets. All good trainers are articulate but Omar has the secret of sharing great truths with the brilliance of simplicity. He uses superb training presentations, instructional designs, examples and cases. The guy really knows his stuff and loves to share it!"



Daniel Adams Certified

Participants of this course would be awarded certificates from the Daniel Adams Company, USA. (Please register by **1 March 2011** to receive your certificates at the venue)

Course Facilitator: **Omar Abedin, UAE**

Omar Abedin, is a seasoned marketing professional, author, a Master Trainer & Regional Director (Africa, Middle East, South Asia) at Daniel Adams Co., USA. He brings with him over 18 years of highly recognized hands on experience of working with leading FMCGs, OTC Pharma and Food Sectors across Pakistan, Middle East and North America.

Omar's experience of developing & leading high performance teams and providing productive marketing leadership, made Omar switch to the consulting role. His proven track record of developing and implementing innovative marketing strategies & programs that have delivered volume & value growth (in \$s & market share), has earned him international recognition in all aspects of Brand Management, which includes: innovation, brand strategy, brand identity & equity development, advertising & communications, new product launches, PR, packaging & graphics development, process management, competency development & training, etc.

Building relationships and establishing credibility with a broad, demanding and sophisticated range of internal and external partners, is earned by Omar by working with brands / companies / groups that are interested in either building new brands, or strengthening their existing ones. To name a few, he has extensively worked with Philips, Reckitt Benckiser, Johnson & Johnson, Novartis Consumer Health, the IFFCO group and many more multinationals with complete ATL & BTL activities.

For Omar, Brand Building is a banking process, where every action is either a deposit or a withdrawal in the Bank of Brand Equity. He believes in constant investment that is imperative for ultimate success!

Omar has hands on experience with the following Local & International Brands:



What delegates have said about Omar Abedin:

"Omar was excellent. I loved his counselling approach as we were putting forward not only questions but situations where he guided us in a really good way."
Haider Khan, Senior Brand Manager, Packages Ltd.

"Omar has shared some really valuable knowledge, the content and delivery, both were excellent."
Shahrish Rasheed, Assistant Brand Manager, English Biscuit Manufacturers

"Simply wonderful! Omar was too good, on my top list of trainers from now onwards. I don't think I have attended any better course in this domain."
Rashid Mansoor, Group Product Manager, Herbion

"Conceptually very clear & intellectually very strong - Omar is one of the rare professionals you come across endowed with great abilities. Very genuine in his approach towards helping brands grow which seems to be his forte & passion."
Senior Brand Manager, Energizer, UAE

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Workshop Investment

PKR
34,999/-
per participant

on 2+ nominees
SAVE PKR 5,000
per participant

**Note: Limited seats are available.
Please send in your registrations at the earliest to secure your place.**

Daniel Adams Co. branded courseware & certificate,
lunch, refreshments & business networking

Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
E-mail : register@octara.com
 : info@octara.com
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Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

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Strategic Partners



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Associates**



Avista
Leadership Training

Logistics Partner



Endless Possibilities

Partner

Culligan

BRING

Power Communications Strategy[©]

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at mohsin.rahim@octara.com or call at 0321-2133409 for more details

IN-HOUSE

Upcoming Programs INVEST TODAY!



The Strategic Role of HR Today

Roger Harrop, UK

7 March 2011, Lahore | 10 March 2011, Karachi

PKR 23,999/-per participant | Book your seat by 28 February 2011 & SAVE PKR. 4,000



Staying in the Helicopter[®]

The Key to Profitable Growth for all times

Roger Harrop, UK

8 March 2011, Islamabad | 11 March 2011, Karachi

PKR 39,999/- per participant | Book your seat by 28 February 2011 and SAVE PKR. 5,000



Build Lifetime Customer Relationships

Saira Akbar, UAE

16 - 17 March, 2011, Karachi

PKR 27,999/- per participant | 10% Group Discount on 2+ nominees



Improving Sales Performance through Effective Sales Leadership

Jerry Brown, UK

14-15 March 2011, Karachi | 17-18 March 2011, Lahore

PKR 34,999/- per participant | 10% Group Discount on 2+ nominees



Edward de Bono Certificate Course

Power of Perception[™]

Tauseef Qadri, UAE

18 March 2011, Lahore | 21 March 2011, Karachi

PKR 19,999/- per participant | 10% Group Discount on 2+ nominees



*Octara reserves the right to change courses, dates, content or method of presentation.