

STAY AHEAD OF MARKET TRENDS: SOLUTIONS FOR BRAND INSIGHTS

DATE & TIME

6 Sept 2023
9am - 5pm

RM60

MRC Members

RM150

Non-Member Companies

VENUE

Alila Bangsar, Kuala Lumpur



Keeping pace with the ever-changing and fast-moving marketing trends is a must that heavily influences the strategy and the success of businesses. To stay ahead of the curve, mapping and aligning the business strategies includes understanding the society and mastering the right tactics.

With the foresight for brand and product, this stimulating and highly practical session will inspire and challenge you with real world examples on useful tips, tools, latest marketing practices, and practical skills. You will be able to successfully identify market trends and developments that may impact organizational marketing activities, forecast the emerging market needs, and navigate the organization's path for growth with the brilliant and proven fundamentals to keep your marketing approaches ahead of the game.

Speaker | DHENA KOMATHI DORAISAMY

LEAD IMPACT MAKER

Dhena Doraisamy has been in the marketing arena for more than 25 years working in various industries ranging from broadcasting to training and fast-moving consumer goods (FMCG). Her last role was as the Regional Communications Manager (Asia Pacific) at Energy Industries Council, one of world's largest energy trade associations.

She was involved in advising in and overseeing the subsequent launching of a variety of successful brands and products as well as has trained various marketing and sales teams in her work tenure and capacity. She is much sought for her marketing expertise and creativity besides her passion in Design Thinking and Digital Marketing with its exciting landscape in the current norm.

Who Should Attend

**EXECUTIVES AND MANAGERS
RESPONSIBLE FOR**

- Strategic and Marketing Management
- Corporate Communications
- Advertising and Promotions
- Market Research
- Media and Publicity
- HiPo Individuals

TOPIC OUTLINES

Morning Session

- Topic 1 - Introduction and Overview of Marketing
- Topic 2 - Identify Market Risks and Opportunities with SWOT and PESTEL
- Topic 3 - Understanding Megatrends & Macrotrends

Afternoon Session

- Topic 4 - Understanding Market Trends
- Topic 5 - Strategic Options for Positioning Directions and Growth