



FIRST MEDIA PROFESSIONAL LEARNING CENTRE

All About Brands

Certificate of Attendance conferred by
FIRST MEDIA PROFESSIONAL LEARNING CENTRE
In collaboration with First Media Design Integrated Marketing Communication Group

Objectives of the Workshop

This workshop will train the basics of brand to understanding the importance defining the brand value. Through understanding the Brand DNA to breakdown respective brand attributes so to reestablish itself apart from its competitors. Participants will thereafter gain understanding of managing the brand externally (marketing) and internally (operations).

Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

What Will You Learn During the 6 Days?

- Session 1 - The birth of brands
- Session 2 - The Brand DNA
- Session 3 - Brand Management 1: Holistic Branding
- Session 4 - Brand Management 2: Identifying Customer's Loyalty
- Session 5 - Brand Management 3: Defining the value of a Brand
- Session 6 - Five Dimensional Branding: Sensory Branding

For Whom?

SME owners, Executives, Design Managers and Designers who wish to:

1. Grasp the importance and power of brand influence.
2. To derive a unique Brand DNA for their respective companies.
3. Manage the brand image of the company both internally and externally.
4. Align all their marketing efforts according to our sensory.

Fees Applicable

- Programme course fee - \$450
- Registration and certification fee - \$50
- All cheques to be made payable to 'First Media Design School Pte Ltd'
- * Fees shown are exclusive of GST.

Computer Facilities

Students will be provided with Apple desktop computers during the duration of this programme.

Duration

This is a 3 hours once per week programme for a duration of 6 weeks.

Interested parties, please call 6 337 8663 or email sc@firstmedia.edu.sg for more information.

Nurturing Tomorrow's DesignPreneur