

HOW DIGITAL MARKETING IS CHANGING THE BUSINESS LANDSCAPE

4 APRIL 2018



Symphony Digest

Centre for Knowledge and Financial Mastery

**HRDF SBL
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With the advent of the internet and social media, the business landscape has been totally transformed. Gone are the days of print media. It is the days of the millennial, Facebook, Instagram, artificial intelligence and bots. Global connectivity and changing consumer preferences mean that businesses must adopt digital marketing as their default communication and marketing media. But what is it? How does it work? Where will the digital age take us? This workshop covers these questions and more.

Who Should Attend?

- Research analysts
- Corporate and Investments bankers
- Retail bankers
- Corporate advisors
- CMSRL Holders
- Corporate communication and investor relations executives
- Marketing & branding and campaign executives

Course Outline

Introduction to the internet ecosystem

- The current state of the internet
- The evolution over the past decade
- How businesses are impacted by the drastic change of technology powered by the internet

New realities

- The shift in communication from telephone to desktop to mobile
- Current realities of VR, chat and messengers
- The new possibilities available to businesses today

A connected future

- Globalisation and the internet
- An interconnected world and devices that shape how consumers today use their devices from tablets, smartphones to PCs.
- Future trends - how businesses will run their operations to leverage on technology and connectivity.

UX vs UI

- User experience vs user interface
- The misconception of customer first experience, re-usability and marketing vs look and feel advertising ads.

What engagement means to businesses

- Importance of 2-way communication between customers
- Business advocacy through the internet

Video the second wave of marketing

- Video as the second wave of communication and marketing by businesses

Innovation in messaging: The rise of bots

- Artificial intelligence and Bots – shaping the new industry focus
- How companies will be using AI and Bots for their business

Case Study?

Trainer's Profile

The trainer is a Digital Marketing Specialist. He specialises in crafting 360 digital strategies for his clients and has experience in precision execution of digital marketing campaigns. Currently, he manages the day to day business operations of a leading digital marketing agency in Malaysia, covering marketing operations, digital strategy planning, execution, business development, strategic partnership and activation for brands.

He leads a team of experts in managing and running digital execution campaigns for businesses globally over the past 8 years. His clients include FMCGs, financial services / banking firms, property development companies, telecommunication services firms and NGOs.

He was the featured trainer for Malaysia kini for Facebook Marketing in the year 2012 training clients such as 3M, Naab Restaurant, Plus Group and many more. He is also the founding system architect of social marketing campaigning tool Hamele.asia and founding system architect of social publishing platform Corny.com.

Upcoming Training

The Latest Tools and Trends in Digital Marketing – A Hands-On Training
(21 & 22 March 2018)

How Digital Marketing is Changing the Business Landscape (4 April 2018)

Name:	Name:
Designation:	Designation:
Department:	Department:
Company:	Company:
Address:	Address:
Tel:	Tel:
Fax:	Fax:
Email:	Email:

Contact for administrative matters if different from above

Name:	Department:
Tel:	Fax:
Email:	

Date: 4 April 2018

Workshop duration and time: 1 day, 9.00 am to 5.00 pm

Venue: Pullman Kuala Lumpur City Centre, Jalan Conlay, 50450 Kuala Lumpur, Malaysia

Course fee (inclusive of course materials, lunch and 2 tea breaks):

For registration before and on 21 March 2018: **RM1,300**

For registration after 21 March 2018: **RM1,600**

Registration is confirmed upon receipt of payment, unless otherwise notified.

Payment Options

Cheque Bank _____ Cheque No. _____ Amount RM _____
Payable to **Symphony Digest Sdn. Bhd.**

**Please write company name and programme at the back of the cheque and mail to 69-3, Block F, Zenith Corporate Park, Kelana Jaya, 47301 Petaling Jaya, Selangor.*

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**Please e-mail or fax (03-7806 2800) us the bank-in slip / transfer confirmation together with the completed registration form.*

Note: For cancellations less than 14 days before event or non-arrival on the training day, no refund will be given. Substitution is allowed. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the course.