WORKSHOP ON
FROM GOOD GOVERNANCE TO GREAT BRANDING

For many people the intimate connection between corporate governance and branding is not obvious. They are likely to say "What has corporate governance to do with branding?" This reflects the fact that when we think of brands we visualise product brands like Milo or Kit Kat and do not see the link between them and the governance of Nestle for example.

Yet the surprising fact is that of the top 100 brands in the world, 83 are corporate where how they are governed directly affects the way markets and customers view and value them.

Failures in corporate governance destroy the trust we have that management will keep its promises to customers, employees, investors, regulators and the community. With so much of market capitalization based on intangibles, erosion of this trust translates immediately into write-downs of share prices, and even downgrades of the creditworthiness of organizations, wiping out millions of dollars.

PROGRAMME OVERVIEW

In this one-day workshop participants will explore how good governance is the basis of stakeholder Trust which is the foundation of brands and the value they create. Participants will be introduced to the economic justification for branding – why brands deliver better margins and profits. In the ensuing discussion of what a brand is, and how to create power brands using the four pillars of Differentiation, Relevance, Esteem and Familiarity, participants will learn about the nine brand archetypes and the limits to the effectiveness of global branding. As a result they will be able to appreciate which elements of the Marketing Mix are globally determined and which are locally delivered.

During the course of the day, participants will learn how to create a Brand Promise and how best to communicate that promise in an integrated way to both internal and external audiences. They realise that a brand is not just a logo and will learn that what differentiates a brand from a product is that great brands deliver emotional benefits as well as functional ones and this requires the incorporation of business purpose, strategy, values and employees 'living the brand' at each of its customer touch points across the organizational value chain – once again reflecting the impact of good governance and great leadership.

Facilitator's Profile

John Zinkin
Managing Director
Corporate Governance, Iclif Leadership and Governance Centre

Before joining ICLIF, John was the CEO of the Securities Industry Development Corporation (SIDC). John was also Chairman of the UMSC Audit Committee until the end of 2009. Before joining SIDC John was Associate Professor of Marketing and Strategy at Nottingham University Business School, Malaysia Campus and director of the MBA programme with responsibility for external affairs. One of the founders of the Institute of Corporate Responsibility Malaysia (ICRM), he was Deputy Chairman, and is now an Exco member and the Vice President, Sustainability and Governance of the Business Council for Sustainable Development Malaysia (BCSDM).

He developed the Non-Executive Director Development Series with PwC and is a faculty member for the programme. He was a member of the Corporate Governance Working Group involved in the revisions of the Malaysian Code and the development of the Corporate Governance Blueprint 2011.

He has written "What CEO's must do to succeed" published by Prentice Hall in 2003, and "Challenges in Corporate Governance: Whose business is it Anyway?" published in 2010 by John Wiley. He co-authored "Corporate Governance" with Peter Wallace, published by John Wiley in 2005 and translated into Chinese in 2008. He used to write a regular column on corporate governance for the Star, entitled "Whose business is it anyway?" and speaks regularly on corporate governance and corporate responsibility.

He has 40 years of experience in business of which 26 have been in Asia. In Hong Kong, John worked as the Chairman of the Marketing and Change Management Practices of Burson-Marsteller, as the Asia Director for Angliss Pacific, and as the Director, Business Machines, for Inchcape Pacific. Before moving to Hong Kong, John worked in London for the Inchcape Group, Rank Xerox, McKinsey and Unilever.

John has a BA (Hons) in Politics, Philosophy and Economics from Oxford and an MSc in Business Administration from the London Business School.

The objectives of the workshop:

1. To help practitioners of good governance to appreciate how good governance can translate into great branding and higher market valuations; and
2. To help brand practitioners to appreciate the role of governance as a foundation for corporate branding.
3. To help those interested in good governance to understand how branding works and for branding practitioners to recognize the role good governance has to play in building great brands.
4. To help participants appreciate that by combining both approaches companies can create added shareholder value.

Who should attend?

Directors of companies, heads of corporate communications and practitioners from public relations and advertising agencies who are interested in corporate branding should attend.

PROGRAMME FEE

PROGRAMME FEE	Fee	RM 1,000 per pax
	Group Fee (3 pax or more) are entitled to a 10% discount	RM 900 per pax

PAYMENT METHOD	Payment is due prior to commencement of programme and must be made by :-
	
	1. Cash – you can make the payment on the day of the programme provided that an LoU is submitted to UMCoRS 2 weeks before the programme date;
	
	2. Cash & Cheque Deposit/ Online Transfer/ Telegrapfic Transfer/ Government L.O. - payment must be made by crossed A/C Payee and issued in favour of "Bendahari Universiti Malaya" , CIMB Bank Berhad, Universiti Malaya, Lot 5270, Bangunan Pentadbiran Baru, Universiti Malaya, 50603 Kuala Lumpur, account number 1440-0004005-05-3;
	
	a) Cheques by post must be addressed to:-
	
	      Financial Officer
	      Level 2, Investment Division
	      Bursar's, New Chancellory Building, University of Malaya
	      50603 Kuala Lumpur
	      (Attn: Noor Haflina Mohd Hatta)
	
	b) Please fax or email a clear copy of your supporting document (deposit slip, EFT advice, remittance advice, voucher etc) once payment has been made.
	
	Note;
	
	• All fees are exclusive of any kind of taxes, withholding or otherwise. In any case of taxes applicable, the client has to ensure the taxes are paid on top of the fees paid for this programme. Compliance with the local tax laws is the responsibility of the client;
	
	• Any bank charges and/or expenses incurred must be borne by the payer
	
	A confirmation letter and invoice will be sent upon receipt of your registration. Full payment is required before the programme. Only those participants whose fees have been paid in full will be admitted to the event.	

CANCELLATION & REFUND POLICY	If any registered participant cannot attend the workshop, substitutions/replacements are welcome at any time. Cancellations within 14 days prior to the programme date will carry a 50% cancellation fee. Cancellations within less than 7 days prior to the programme date carry a 100% liability. All cancellations must be made in writing (e-mail or fax) to UMCoRS.	

REGISTRATION FORM

Workshop   : From Good Governance to Great Branding
Date   : 11 July 2012
Venue   : Seri Pacific Hotel, Kuala Lumpur

PARTICIPANTS' DETAILS

No	Name (Title)	Designation	Contact No.	Email
1.				
2.				
3.				

COMPANY DETAILS

Company / Organization Name : _____
Address : _____
_____

CONTACT PERSON DETAILS

Name : _____   Designation : _____
Tel No : _____   Fax No : _____   Email : _____

We are in the process of moving to our new office. For registration, please email this form **BEFORE 2 July 2012** to:

University of Malaya Malaysian Centre of Regulatory Studies (UMCoRS)
Level 13, Wisma R & D, University of Malaya, 59990 Jalan Pantai Baru, Kuala Lumpur
Tel: (017) 889 6656 / (016) 219 5696 / (019) 753 3967
E-mails: umcors@um.edu.my / s_mohala@yahoo.com
Website: umcors.um.edu.my

Registration will be closed on **2 July 2012** and / or when the number of participants has reached the maximum.