

JBS
JOHANNESBURG
BUSINESS SCHOOL



BRAND POSITIONING IN THE DIGITAL AGE

Learn how to stand out and make your voice count in a marketplace that is noisy, overcrowded and teeming with competition.

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The world of work continues to be disrupted by the overwhelming pace at which digital is advancing. The rate of disruption means that not all brands will make it to the next round. Even if you have the best ideas and products, traditional marketing, communications and brand strategies will unlikely get you recognition in a marketplace that is noisy, overcrowded and teeming with competition.

SMEs have the competitive advantage of being innovative and agile – and many of today's enterprises will be the ones that become the rising stars and brand icons of tomorrow. If that sounds like a familiar aspiration, come learn how to stand out and make your voice count.

WHO SHOULD ATTEND?

- Business leaders of SMEs aiming to position themselves as industry experts and market leaders in their respective fields.
- SMEs looking to develop a brand presence for their products or services

OBJECTIVES

- To help participants gain insights into digital penetration and usage
- To provide exposure to the various social media platforms and tools to evaluate fit for purpose
- To enable participants to evaluate and gear their marketing, branding and communications strategies to compete in the world of digital
- To enable participants to think with a risk mindset in order to prevent issues and crises
- To apprise participants of the need to have social media policies in place as their employee numbers grow

SOME OF THE TOPICS INCLUDE:

- The disruption of marketing, communications and branding in the age of digital
- Embracing digital technologies to gain competitive advantages
- Understanding the social media landscape - evaluating fit for purpose and where to play
- Building authentic brands that will stand the test of time
- The rise of the influencer economy - becoming a newsmaker
- Issues and crisis management - get to know the rules before you play the game
- Ethics and governance
- Trends to look out for in 2019/2020

TEACHING TECHNIQUE

A practical, action-oriented teaching approach geared at ensuring that participants will be able to immediately apply their learnings to their own enterprises.

ON COMPLETION OF THE PROGRAMME, PARTICIPANTS WILL:

- Have insights into the evolution of marketing, communications and branding

- Understand the dynamic nature of social media and its uptake
- Know the various social media platforms
- Be able to select which social media platforms is best for their enterprise
- Be able to develop a social media campaign in seven steps
- Be able to build a credible and authentic personal brand
- Know the difference between issues and crises and understand the importance of risk mitigation
- Be able to develop social media policies for their organisations

FACULTY

Marlynie Moodley, MD from Merkaba Advisory, is a seasoned communications, brand and reputation risk management professional with over twenty years of experience.

Marlynie has worked with local and multinational companies at the intersection of business, government, NGOs and academia. She has a strong record of accomplishment in building world-class brands and growing brand influence in the digital age, in support of core business objectives. Marlynie is adept at working in ambiguous, highly confidential environments, advising senior executives on matters related to communications, branding, ethics, governance and reputation risk related matters.

She lectures at two of SA's leading business schools and most recently founded a communications, reputation, brand and strategy consultancy, Merkaba Advisory, based in Johannesburg.

COURSE DETAILS:

Date:	tbc
Time:	08:00 –16:30 (lunch included)
Venue:	Johannesburg Business School (Cnr Barry Hertzog and Empire Road, Milpark)
Facilitator:	Marlynie Moodley
Fee:	R4 950
Contact:	Ms. Sphiwe Ndlala
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Register here:	https://bit.ly/2kGWHIA

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