

BRAND POSITIONING IN THE DIGITAL ERA

WITH LAURENCE BEDER

How hard is your brand working



About this programme:

The world of work continues to be disrupted by the overwhelming pace at which digital is advancing. The COVID-19 crisis has all but incinerated this pace, and the end is nowhere in sight. This rate of disruption means that not all brands will make it to the next round. You can have the best ideas and most innovative product, but traditional marketing and branding strategies will only get you so far in a noisy, overcrowded marketplace. The opportunities are endless when you combine the right product or idea with a solid positioning strategy that takes advantage of the increasing relevance of the digital world.

In this practical, interactive session you will be exposed to:

- The idea of brand positioning and why it is vital to the success of a brand
- The implication of the digital age on brand positioning and what to do about it
- Tools and techniques that you can use immediately to position a brand in the digital age effectively

About the facilitator:

Laurence Beder is a marketing consultant specialising in marketing planning, as well as the design and roll-out of customised marketing plans for a wide range of local and multinational clients. He is a specialist in service and retail marketing management, having held managerial and directorship roles in property management and financial services companies. He teaches extensively in the areas of Marketing and Strategy, Entrepreneurship, Customer Centricity, Innovation, Services Marketing, Customer Experience Management, Innovation, and Corporate Venturing.

Programme details:

DATE:	22 – 23 October 2020
TIME:	Session 1: 11:00 – 12:30 Session 2: 14:00 – 15:30
VENUE:	Online conferencing. The conference link will be sent upon registration.
FEE:	R3,000.00 per delegate (Group bookings of 5 or more receive a 10% discount)
ENQUIRIES:	execed@jbs.ac.za
REGISTER HERE:	https://bit.ly/3eOplbc

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