

Attn : SBF Members



10, Hoe Chiang Road,
22 – 01, Keppel Towers
Singapore 089315
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Email: participate@sbf.org.sg

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SBF MENTORSHIP SERIES 2008
MENTOR-MODEL PROGRAM
BRANDING FOR DIFFERENTIATION

Date : : 27th May (Tue) & 29th May (Thur) 2008
Time : 10:00 am – 5:00 pm (Lunch & Refreshments will be provided)
Venue : SBF Seminar Room 3 (21st Level, Keppel Towers)
Fee per pax (Inclusive of 7% GST) : \$225 (SBF Member) \$275 (Non Member)

Often companies that are not branded have to compete on price. "Not Branded?" Now what does this mean? Branding is something which exists only in the minds of your customers and it forms perceptions. Such perceptions more often than not drive behavior. Such a notion is not well understood by many companies today.

The SBF's Mentor-Model program is designed specifically for this purpose and it aims to help companies which are keen to better understand and appreciate the importance and techniques to building a powerful B2B Brand. Branding experts and business leaders are invited as mentors and models respectively to share ideas and knowledge on how you can build a strong B2B Brand that can be leveraged on to drive your company's growth. The mentoring process will involve sharing of Branding techniques and experiences.

Participants to the program will also get to hear from a model company case-study to understand the process of implementation and how they can also do the same for their company.

Outline of Programme:

- Part 1** Findings of the SBF-StrategiCom B2B Branding Study for Globalisation
- Part 2** Fundamentals of B2B Branding for The Business Owner & Senior Managers.
- Part 3** Long term business strategy with Differentiation.
- Part 4** Re-branding an Organization – Why do you do it and When?
- Part 5** Branding Model Case Study

Duration : 5 Part series over 2 days

Testimonials

"The whole program is beneficial especially for those who've not attended one before. In any presentation, the speaker is crucial. The speaker has done a great job being clear, concise, good pacing and keeps session lively with candid examples. Well Done!"

**Ms Eva Ho,
Trainer / Consultant
Little Red Dot Academy Pte Ltd**

	<p>FREE FOR ALL ATTENDEES: <i>At the end of the programme, participants can opt to schedule a complimentary advisory session with the Mentor at SBF office for a 1 – on – 1 Helpdesk consultation.</i></p>
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Administrative Details:

- **Please mail this registration form together with a cheque to SBF** (10, Hoe Chiang Road, # 22 – 01, Keppel Towers, Singapore 089315). Cheque should be made payable to "Singapore Business Federation". Please indicate the **Ref No., company name** and **participant's name, SBF membership no.** behind the cheque.
- Confirmation of your registration (i.e. Confirmation stamp on this flyer from SBF) will be faxed to your company upon receipt of full payment. Please present the confirmation for admission to seminar room.
- We regret that no refund will be made for cancellation or non – attendance but a replacement is allowed. Full fees will be charged for cancellation or non – attendance.
NOTE : As a precautionary measure, our advice is for members who are unwell not to attend the session.

<p>Ref No : ENTP 070/270508/03W REGISTRATION FORM – Attn : Daphne / Su ling (Closing date : 23 May 2008)</p>	<p>For Official Use : (JN)</p>
Name (Mr / Ms) : _____ Designation : _____	
Tel : _____ Fax : _____ Email : _____	
Company: _____ SBF Mbrship No: _____	
	Serial No :