

**SAVE S\$100 For Registration by 13 January 2012
Limited Seats ♦ Hurry, Sign Up Now!**

The Art Of War For Unconventional Marketing To Overtake Your Competition In An Economic Slowdown



**Learn 9 Art Of War Unconventional Marketing Stratagems
to unleash on your competition to grow your market share**

**6 FEBRUARY OR 21 FEBRUARY 2012, BUSINESS INNOVATIONS CENTER
#27-01 PENINSULA PLAZA, SINGAPORE**

BENEFITS OF ATTENDING

- Acquire new knowledge & skills in Art Of War for Unconventional Marketing
- Adapt learning to your corporate context for implementation
- Gain insights to develop your business strategy to outperform your competition
- Learn new marketing ideas to differentiate your business from your competitor's using proven winning principles
- Network with different industry peers for ideas & future cooperation
- Opportunity to impress your management on your new marketing strategies

WHO SHOULD ATTEND

This business workshop is designed for Vice Presidents, Directors, Managers and Executives, taking care of consumer marketing and business growth in your organizations, who are seeking new marketing ideas.

THE COURSE ORGANIZER

Business Innovations, established in 1997, is in the business of business consulting & corporate training to equip its clients with innovative ideas and knowledge to differentiate the approach towards their individual areas of business for better engagement with their customers.

The adaptation of ancient Chinese Art of War strategies onto modern day business world has been an intriguing approach that more and more businesses are embarking on to outperform their competition. In the current global economic slowdown, as consumers start to tighten their spending and companies trimming their operating costs, business managers and marketers have to achieve more with a lower marketing budget. Being pressured by the senior management for results amidst a slower market, they have to turn to unconventional marketing to stretch marketing dollars and outstrip their competition. Many are starting to turn to Art of War methodology for unconventional marketing as the solution to their current challenges.

This one-day workshop is designed to provide a thorough knowledge-transfer of the concept of Art of War for Unconventional Marketing and the practical application of its related stratagems modified to match current context. You will learn how to use them to grow your customer numbers & revenue and outperform your competition to gain market dominance in the current global slowdown. Case studies will be drawn from actual businesses to enrich your learning and provide you further insights.

So if you are looking at new marketing ideas to overtake your competitors, this is the course for you! **Sign up today and learn more about this hot marketing concept!** Be an Art Of War expert today!



For more information, please call 6389 1666 or surf www.bizinnovations.com

ABOUT YOUR COURSE STRATEGIST



JASON ONG

A Senior Business Strategist specializing in Art Of War for Unconventional Marketing

Jason Ong has closed to 20 years of business management experience heading business units to drive growth in business strategy, customer spend and market share in well known big companies like DFS, MobileOne, TMC Educational Group, Singapore Press Holdings, and TANGS

Jason is currently the Senior Business Consultant at Business Innovations, a forward-looking business consultancy & corporate training firm. Jason's daily tasks involve meeting new & existing clients to assist them to achieve growth in brand equity, customer spend and market share. In addition, as an empowerment coach, Jason is known to have the in-born talent to connect with course participants to relate to their daily work challenges and to seek out possible solutions. One of the key business specialties Jason takes pride in, is in business strategy development.

A serious thinker, Jason's strong ability in creative thinking has enabled him to excel in unconventional marketing approaches differentiating from mainstream conventional marketing. This has often translated into new and interesting marketing strategies and tactics.

Guided by the Art of War principles by ancient Chinese strategists, Jason has unearthed 9 modified stratagems that can be easily adapted into modern day business context to grow customer base and market share to outdo the competition during an economic slowdown.

PROGRAMME DETAILS

Session 1 – Changing Global Market

The first session will share insights on the changing global market place encompassing the following:

- The Global Economic Slowdown
- Impact On The Market Place & Your Business
- Changing Consumer Behavior & Expectations
- Fatal Market Competition
- Conventional Versus Unconventional Marketing

Session 2 – Art Of War Marketing Story

The second session will look at the arrival of Art of War for Unconventional Marketing covering on the following:

- History Of Art of War
- Art Of War In Business
- Different Schools Of Art Of War In Business
- Common Components Of Art Of War
- 9 Stratagems Of Art Of War for Unconventional Marketing

Session 3 – Stratagem 1 & 2

The third session will focus on the first two stratagems of Art of War for Unconventional Marketing concentrating on the following to empower you to outstrip your competition:

- Stratagem Of Alliances & Partnership
- Stratagem Of Appreciation & Gratitude
- Case Studies
- How You Can Apply These To Your Business

Session 4 – Stratagem 3 & 4

The fourth session will study the 3rd and 4th stratagems of Art of War for Unconventional Marketing focusing on the following to help you beat your competition:

- Stratagem Of Capability Leveraging
- Stratagem Of Contest & Competition
- Case Studies
- How You Can Apply These To Your Business

THE ART OF WAR FOR UNCONVENTIONAL MARKETING

TO OVERTAKE YOUR COMPETITION IN AN ECONOMIC SLOWDOWN

Session 5 – Stratagem 5 & 6

The fifth session will share ideas on how to use the 5th and 6th stratagems of Art of War for Unconventional Marketing effectively discussing on the following:

- Stratagem Of Creativity & Innovations
- Stratagem Of Greed & Perception
- Case Studies
- How You Can Apply These To Your Business

Session 6 – Stratagem 7 & 8

This session will look at the 7th and 8th stratagems of Art of War for Unconventional Marketing emphasizing on:

- Stratagem Of Impulse & Entrapment
- Stratagem Of Institutional Support
- Case Studies
- How You Can Apply These To Your Business

Session 7 – Final Stratagem

The seventh session will help delegates understand the final stratagem of Art of War for Unconventional Marketing covering the following points:

- Stratagem Of Uncovered Opportunities
- Case Studies
- How You Can Apply This To Your Business
- Ask Your Customers, Think Hard And Study Trends

Session 8 – Future Consumer Trends

The final session will educate delegates on the emerging trends of future consumers to stay relevant and up-dated. Harness the trends to strengthen your Art of War for Unconventional Marketing!

TIME SCHEDULE

9.00am	Registration
9.15am	Programme Commences
10.30am to 10.45am	Morning Refreshment
12.30pm to 1.30pm	Lunch
3.00pm to 3.20pm	Afternoon Refreshment
5.00pm	End Of Programme



Train More For Less

If your organization has more than 3 employees suitable for this course, then it will be more cost-effective to have it at your training site. We could even customized some of the content to your organizational and industrial context to optimize the learning.

So do give us an email at events@bizinnovations.com for more information and enjoy a greater saving training in-house!



4 Quick Ways To Register

By Email
events@bizinnovations.com

By Telephone
(65) 6389 1666

By Fax
(65) 6344 2071

By Mail
Mail completed form together with payment to:
Business Innovations
111 North Bridge Road
#27-01 Peninsula Plaza
Singapore 179098

Course Fees

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• "Early Bird" Fee: S\$580 nett
(Registration & payment by 10
November 2011)

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• Regular Fee: S\$680 nett

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• Group Discount: Enjoy 10% off for 2 or
more delegates booked from the same
company and of the same billing source

Course Fee includes course tuition, refreshments, lunch
and teaching materials. It must be paid before course
commencement.

Payment Method

Cheque /
Bank
Draft

• Please cross cheque or bank
draft made payable to **Business
Innovations** and mail your
payment to **Business
Innovations Center, 111 North
Bridge Road, #27-01 Peninsula
Plaza, Singapore 179098**

Venue

Nestled within the CBD (Central Business District), the venue
is easily accessible through public transports like mass rapid
train (City Hall Station), bus and taxi.

Business Innovations Center
111 North Bridge Road, #27-01 Peninsula Plaza,
Singapore 179098

Please Register Me Now!

1st Delegate

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____ Course Date : _____

2nd Delegate

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____ Course Date : _____

3rd Delegate

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____ Course Date : _____

Corporate Booking Contact

Name (Mr/Mrs/Ms) : _____

Job Title : _____ Department : _____

Direct Telephone : _____ Mobile : _____

Email : _____

Company : _____

Address : _____

Postal Code : _____

Cancellations & Transfers

If you could not attend, a substitute delegate is welcome at
no extra cost. Please provide us the name and the job title
of the substitute delegate at least 3 working days prior to the
Course. A refund less S\$300 administration charge will be
made for cancellation received in writing on or before the
7th day before the course date. With regrets, no refund will
be made for cancellation received after this date. A
complete set of training documentation will be sent to you.

The Course Organizer reserves the right to make any
amendments, cancel and/or change the programme,
speaker, date or venue if warranted necessary by
circumstances beyond its control. In the unlikely event of
programme cancellation by Business Innovations, a full
refund of course fee will then be made and Business
Innovations disclaims any further liability.