

STRATEGIC BRAND MANAGEMENT

Onsite — 2 days

Brand is a guarantee for our consumers. Assurance of quality, consistency, competence, and reliability. So important is the brand, so that the brand seems to be the identity / identity of our products, services, and even our company. The importance of a brand is also reflected in the large equity value of a brand, which is one of the important assets in business.

Learning Objectives

In the two days program, participants will be invited to understand and master what is the essence of a brand, what is the difference between a brand and a product, the importance of having a strong brand, how to differentiate & position our brand, as well as deepening the importance of the elements of a brand and how to form a brand identity.

Learning Scope

Day 1

- Product and Brand Management
- Brand Element
- Brand Identity
- Workshop (1)

Day 2

- Brand Loyalty
- Brand Extensions
- Workshop (2)
- Presentation

Learning Methods

- Lecturing
- Group Discussions
- Interactive Workshops

Participants

- Company leaders, entrepreneurs, senior managers across departments, senior and intermediate managers from marketing, sales, and business development divisions
- Corporate leaders, senior and intermediate managers of Advertising Companies

Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.



RUBEN SARAGIH

Ruben has expertise in leadership, performance management, and business processes. He is a founder of Indonesia Happiness Club. Ruben has 20 years of career experience in a variety of large companies ranging from services, retail, distribution, and manufacturing which in the last 5 years at the level of directors.



ALFRED ALBERT T.

Alfred has expertise in branding and strategic marketing. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing integrated Marketing programs, executing Marketing Research as well as developing people & organizations.

**Subject to availability*

Tuesday - Wednesday

08:30 - 16:00 WIB

22 - 23 October 2025

Investment

IDR 6.800.000,-

Subject to 11% VAT.

Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)