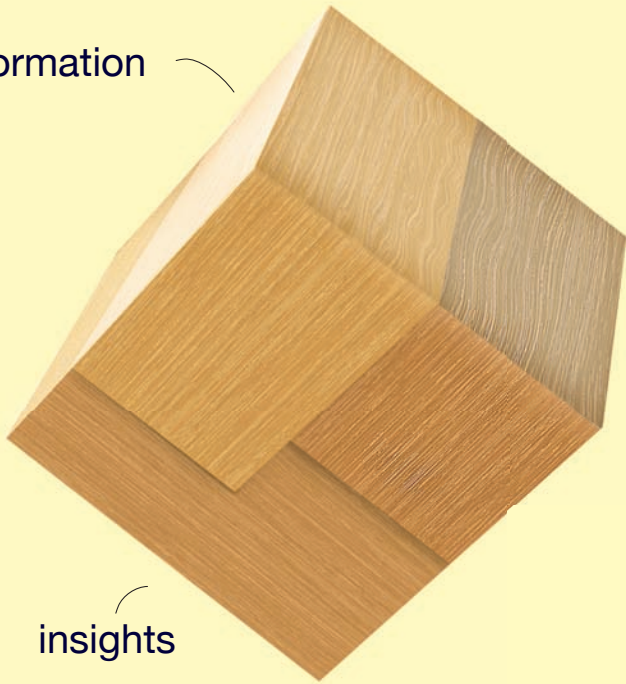


information



ideas

insights

7th brandfest 2010

The 7th Superlative Annual Brand Marketing Conference

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SPECIAL GROUP RATE:

RM 1230.00 nett per pax (for 3 persons and more)
No discounts whatsoever applies here.

Meet 18 of the Region's Top Brand Builders/Advisers/Experts at Malaysia's Most Informative Annual Brand Marketing Conference

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The Hilton Petaling Jaya

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IDEAS + INSIGHTS + INFORMATION

delivered with passion at Malaysia's
7th Brandfest 2010
(7th Superlative Annual Brand Marketing Conference)

22 & 23/September/2010: 18 of the region's Top Brand Advisers, Builders, Custodians & Experts are coming together to share their expertise and experience. They will deliver rich Ideas + Insights + Information; and inspire you and your team to elevate your brand's equity. Once again, we invite you to Malaysia's most informative annual brand marketing conference to discover better ways to unlock the value of your brand portfolio; and to craft better brand marketing & business development plans for 2011 & 2012.

- THE NEW 21ST CENTURY CONSUMER
- HALAL BRAND BUILDING
- POST-REGENERATION BRAND MANAGEMENT
- SHOPPER & MARKET INSIGHT
- DELIVERING COMPELLING EXPERIENCES
- INSIGHTS TO ENGAGEMENT
- SOCIAL MEDIA: NOW OR NEVER!
- WHY BRANDS BLUNDER
- BATTLING IN A CROWDED CATEGORY
- INSIGHTS: CLUSTERS OF CHINESE READERS
- THE MAGGI CHRONICLES
- EVOLVING A DESTINATION BRAND
- BREAKING CATEGORY CLICHÉS
- THE NEXT HUGE OPPORTUNITY
- MAXIMIZING SOCIAL MEDIA ROI

The presentations for this year may seem diverse; but they are relevant, useful and reflective of the current brand marketing scenario. But of course, the air is replete with challenges; it bodes well for some brands and poses greater challenges for others. Despite the odds, brand builders must negotiate challenges, and explore opportunities to build. This 7th Brandfest 2010

(The 7th Superlative Annual Brand Marketing Conference) is all set to give you potent ideas for getting more value out of your brand investment. 18 accomplished brand builders will deliver updated Ideas, Insights & Information in this two-day experience. And as always, the strategic way forward for your brands will be the dominant and common thread that will take center-stage through all presentations. Come participate, get updated and move decisively to win your Brand Marketing battles come 2011 & 2012!

HOW YOU WILL BENEFIT

- Know how to exploit trends coming your way; and sooner
- Know how to better evolve a brand over time
- Adopt a more strategic outlook towards brand building
- Be up-to-date about happenings in the brand building space
- Manage better the challenges delivered by refreshed brands
- Highly appreciate the need to be more active in social media
- Connect better with a younger demographic
- Connect better with clusters of Chinese readers/consumers
- Learn some clever ways for increasing ROI from social media
- Know intimately the potential offered by Halal branding
- How to compete in a highly competitive category & win
- Connect insights with experiences; and deliver greater value
- Evolve a brand and entice targets thru' powerful insights
- Be alert to blunders your brand can make (or you really!)
- Know how to deliver attention grabbing experiences
- Do things out-of-the-box, break clichés – and succeed!
- Informative & inspiring Cases, Cases & Cases!

WHO WILL BENEFIT

| Chairpersons | Managing Directors | CEOs | General Managers | Marketing Directors | Chief Marketing Officers | Entrepreneurs | Business Unit Heads | Business Development Managers | Functional Managers | Marketing Managers | Category Managers | Trade Marketing Managers | Marketing Consultants | Retail Consultants | Product Managers | Brand Managers | Brand Consultants | Product Executives | Brand Executives | Sales Directors | Sales Managers | Sales Supervisors | Advertising Managers | Customer Relations Managers | Marketing Trainers | Marketing Professors | Marketing Lecturers

INDUSTRIES THAT WILL BENEFIT

Advertising, Automotive, Banking, Construction, Cosmetics, Confectionary, Consumer Healthcare, Food & Beverage, Household Consumables, Insurance, IT, Education, Furniture, Logistics, Machinery, Merchant Banking, Personal Care, Petroleum, Pharmaceuticals, Publishing, Retail, Telecommunications and many more.

MEET THE CHAIR

Day 1 (22 Sept 2010)

Mohan Alagappan, General Manager
GBA Corporation, Malaysia

Mohan Alagappan, a seasoned brand marketer manages a portfolio of 42 international brands of which 16 are market leaders in its category. The mix includes Fisherman's Friend Lozenges, Evian, Loacker, San Remo Pasta, Tabasco, McCormick Herbs and Spices, Kikkoman Soya Sauce, Lea&Perrins, HP Sauce, Wrigley's, Marmite, Bovril, Smuckers Spread, Pillsbury, Nature Valley Granola Bars, Van Houten Chocolates, and among others, Davidoff Cafe.

Day 2 (23 Sept 2010)

Andreas Vogiatzakis, Managing Director
OmnicomMediaGroup, Malaysia

Andreas is passionate about researching and understanding markets. Armed with strong media and management experiences spanning six countries and three continents, Andreas has elevated OMG to a highly desirable position in Malaysia. Under his leadership, OMD Malaysia was conferred the Silver Award in 2008, and 2009 for Best Office of the Year in Southeast Asia – the only agency from Malaysia and the only media agency in Southeast Asia to win this highly coveted industry award.

The 7th Brandfest 2010: Malaysia's Informative & Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

22 September 2010, Wednesday (DAY 1)

8.15 Registration and Morning Coffee

9.15 Welcome Remarks by Chairperson Mohan Alagappan, General Manager, GBA Corporation, Malaysia

Keynote Address

THE NEW 21st CENTURY CONSUMER

9.30 Consumer Values are Changing Dramatically on a Global Basis. Are You Ready to Transform Your Business and Your Brand?

*Alan Fairnington, Managing Partner
MEXT Consulting, Singapore*

A new breed of consumers is developing different values now; and changing the way they act, think and live. It will impact the way brands will be marketed in the 21st century; both in Malaysia and around the world. So ask, "What do I need to do as a brand marketer? How will I change my marketing techniques? What are my manufacturing and distribution options? And how can I drive innovation to meet the needs of new consumers?"

Author & Consultant Alan will reveal the key trends that will change our marketing practice in the coming years. He will speak about engaging the new breed of 21st century "Post-Consumers" who will want what is best for themselves, but not at the cost of others.

Alan is Managing Partner of Mext, a market management consultancy which uses psychological insights to create actionable business strategies for its clients. His career began with JWT Canada, followed by a stint in Malaysia. After building operations in Hong Kong, China and Taiwan, Alan became Asia-Pacific President and a member of JWT's Worldwide Board. His leadership tripled the size of JWT's Asia-Pac operations which also moved from loss to 24% of global profits. Retiring from JWT, he was CEO at Batey at the behest of Sir Martin Sorrell. He established Mext in 2009. In February 2010 Alan released his new book "The Age of Selfish Altruism - Why New Values Are Killing Consumerism", in which he examines four big trends that are fundamentally changing worldwide consumer behaviour.

10.15 Morning Refreshments

HALAL BRAND BUILDING

10.30 Engaging Muslim Consumers as Their Lifestyles Straddle Between Modern & Traditional Values!

*Kumar Chander, Managing Director
UNZA (Malaysia) Sdn Bhd, Malaysia*

The Muslim consumer's desire to look good cannot be at the expense of forsaking traditional values. Brands engaging Muslim consumers must balance and bridge the divide. This presentation will detail the strategy that fuelled the ascension of the Safi brand, which engaged Muslim consumers with considerable success.

- The Muslim Halal market is where the opportunity is
- Some interesting insights about Muslim consumers
- The brand building journey Safi embarked on
- The tenets of Halal; advocating and living it internally
- Winning results to show.

Kumar's career in sales & marketing was set in motion with a two and half year stint at Unilever India. He joined Wipro and donned a variety of roles in sales & marketing. In 2007, post Wipro's acquisition of Unza, Kumar moved as Liaison Director for Unza Holdings Malaysia and is now its Managing Director. Successfully extending Unza brands to new geographies including India, Kumar directly handles the Malaysian operations and oversees Indonesia, Singapore, Thailand and Cambodia as well.

POST-REJUVENATION BRAND MANAGEMENT

11.15 Managing a Refreshed Brand: Challenges and Strategies

*Tania Tai, Managing Director
DIA Brand Consultants, Malaysia*

This is the age of brand rejuvenations. So, your boring brand was recently re-freshed; has a spanking new outlook and a more relevant value set. It's raring to re-enter the market with an exciting proposition. There are concerns: "Will the transition be smooth? Will the refreshed proposition resonate with your customers? Will competitors neutralize its impact?"

- The case for brand revitalisation
- Expect these typical challenges when launching a rejuvenated brand
- Clever ways to manage challenges, customer reservations, confusion and conflict
- Convincing customers that they will benefit from added value
- Smart launch activities for an effective brand take-off
- Compelling case studies to support.

Tania Tai, as an excellent resource for strategic brand management and communications, has led organisations through extensive strategic brand reviews, brand repositioning to brand creation and cultural transformations. Stellar names that have benefited from her expertise include UEM, AYAMAS, Suria KLCC, Guocera, Signature Kitchen, Yeo's, NTUC, Cuscapi, Shangri-la, PriceWaterhouse Coopers, Credit Suisse, Singapore National Library Board, Singapore Productivity and Innovation Board and more.

SHOPPER & MARKET INSIGHT

12.00 Vital Insights into the Malaysian Shopping Environment No Brand Builder Can Afford to Ignore

*Richard Hall, RMS Product Leader
The Nielsen Company, Southeast Asia*

The Nielsen Company, the world's leading marketing information company remains a source of essential information for brand builders operating in a wide range of product-markets. The company's info-repository often has a direct impact upon brand management and strategic marketing decisions.

- Take note: Happenings in the Malaysian Shopping environment
- Shopper segments, buying habits and considerations
- The nuances of key product categories
- Key shopper marketing trends.

Richard Hall, a career market research specialist comes with an experience footprint that includes the UK, Australia, China and Southeast Asia. He began his career with the renowned UK retail chain Sainsbury's and since then opted for an exciting career within the challenging research environment. Richard will present an insightful overview about critical decision-influencing happenings within Malaysia's shopping environment.

1.00 Lunch

WHY BRANDS BLUNDER

2.00 Even the Biggest of Brands Make the Simplest and Most Obvious of Brand-Building Mistakes.

*Kim Faulkner, CEO & David Shaw, Brand Strategy Director
Activiste Singapore*

Why do brands and their stewards slip-up? What have been the repercussions of such gaffes? And, with the benefit of hindsight, could these mistakes have been avoided? This case-rich presentation will highlight some of the biggest blunders that brands have made – and the ramifications of those missteps. It will also examine the stresses that plague modern-day brands, and explore a few ways to ease the pressure.

The 7th Brandfest 2010: Malaysia's Informative & Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

22 September 2010, Wednesday (DAY 1)

- Surprisingly common blunders that brands are prone to
- Measures that could have been taken to prevent/address them
- Modern-day brands and the pressures they face
- A framework for proactive brand management
- Cases to support.

Kim Faulkner was a founding partner, CEO and chairman of Interbrand Singapore, serving clients across the whole gamut of sectors; and setting up offices in Malaysia, Indonesia, Thailand and China. Previously a board member of Spring Singapore, International Enterprise Singapore and the DesignSingapore Council, Kim remains well-connected and consults on a variety of brand strategy and design projects for Activiste clients. David is Brand Strategy Director for Activiste, and a passionate brand evangelist at heart. He honed his first career as an advertising creative director, before climbing the fence to become a client marketer with HP and Lenovo. He's getting the most kicks out of his current incarnation as a brand and marketing/communications catalyst at Activiste.

DELIVERING COMPELLING EXPERIENCES

3.00 Extending the Threshold of Customer Delight with Experiences that Pleasantly Surprise

**Mark Jenner, Marketing Director
Guinness Anchor Berhad, Malaysia**

The alcoholic beverages category is long-established and very stable. Guinness Anchor Berhad has brought new excitement to the category, and driven its share of mouth through its key brands – Tiger, Guinness, Heineken and Anchor. Each brand has its own identity & benefits and together they continue to delight consumers in their own unique way. See and hear the surprising ways in which Guinness Anchor Berhad engages its consumers in order to increase its share of mouth in a highly competitive market.

- Brand challenges GAB must negotiate
- Typical challenges facing key brands
- How GAB delights its customers in ways that astonish
- Interesting lessons to share.

Mark's career began with Unilever in New Zealand in 1990. He moved to GlaxoSmithKline, London in 1993; and in 1997 to DB Breweries, New Zealand where he held a number of marketing roles. He moved to Heineken International, Amsterdam in 2004 as a Regional Marketing Manager. Notably, he was a management member of the project team that developed and launched Heineken's first new beer in 133 years – Heineken Premium Light. He was also a management member of the global Heineken brand team that was responsible for the global Heineken brand strategy. Mark joined Guinness Anchor Berhad in 2007. He is responsible for the total Marketing function and is a member of the Management Team.

3.45 Afternoon Refreshments

BREAKING CATEGORY CLICHÉS

4.00 Interaction Time: Prosecution, Defense and Jury

**Dean Bramham, CEO &
Arindam Chatterjee, Executive Strategic Planning Director
Publicis Malaysia**

Two Top Cops from Publicis Will Play Prosecution and Defense: You the Audience will be the Jury.

Dean Bramham, Chief Executive Officer & Arindam Chatterjee, Executive Strategic Planning Director from Publicis Malaysia will use the Good Cop-Bad Cop routine to interrogate selected great cases in brand marketing to clarify if they smashed category clichés – product management, pricing strategy, trade activities, communications – the cases will be given the works.

Are these brands guilty of some shortcomings? Or do they tick all boxes of greatness? This is what we will experience from the session.

The two Publicis Top Cops will showcase some of the world's best cases, take turns to prosecute and defend the cases in an interactive manner; and you are invited to chip-in with your views and play Jury.

4.45 End of Day 1

23 September 2010, Thursday (DAY 2)

8.15 Morning Coffee

8.45 Opening Remarks by Chairperson Andreas Vogiatzakis, Managing Director OmnicomMediaGroup, Malaysia

INSIGHTS: CLUSTERS OF CHINESE READERS

9.00 How a Deep Insight into the Mind of Various Chinese Readers Can Expand Opportunities for Your Brand

**Rita Sim, Executive Director
Media Chinese International Limited**

Do all readers of Chinese Dailies share the same traits? Do they all share similar outlooks towards life, education, lifestyle, careers, consumption, or shopping? This exciting presentation will detail the nuances of the various clusters of readers of Chinese dailies – and showcase the windows of opportunity available for brand builders.

As a Board member of Media Chinese International Limited and Executive Director of Sin Chew Media Corporation Bhd, Rita plays a key role in the strategic development of an influential media empire. In particular, she steers the strategic development of five influential media brands – Sin Chew Daily, Guang Ming Daily, Nanyang Siang Pau, China Press and Ming Pao Daily News. As a keen and concerned observer of happenings within the Malaysian Chinese community and the global Chinese Diaspora, Rita has an incisive understanding of the complex Chinese reader's mind.

THE MAGGI CHRONICLES

9.45 The Story Behind the Evolution of One of Malaysia's Most Successful Icons

**Izham Mohamed, Executive Director (Food)
Nestle Malaysia & Singapore.**

A story to be heard! The ubiquitous Maggi has become an indelible part of the Malaysian consumption landscape. Since introduction, Maggi has experienced nothing short of remarkable growth despite the many challenges. It is by far the most visible brand on the shelf in its category and its variety is a sight to behold.

- How Maggi evolved to relevance that is unmatched
- Eliciting the interest & support of many types of Malaysians
- Product innovation that remains unmatched
- Looking forward to the future.

Izham Mohamed's career in brand marketing has been honed in Nestle for over 30 years. Taking off as a marketing trainee and thence to the rough-it-out world of sales, Izham moved-on to ascend to his present position. Armed with experience that includes a few years at Switzerland and Thailand, Izham's strategic skills have been brought to bear on the Maggi brand, which as a result grew to its present position today.

10.30 Morning Refreshments

SOCIAL MEDIA: NOW OR NEVER!

10.45 Brand Builders in Malaysia are playing Hide-&-Seek with Social Media. Some are Playing Safe, Others are Experimenting; What a Shame!

**Prashant Kumar, Chief Executive Officer
Universal McCann, Malaysia**

Ignore the enormous potential that social media can offer at your Brand's Peril! And YOUR reputation too! Some of the world's best companies and their brands are yet to fully internalize the potential that social media can offer. They continue to trivialize its mega-influence. This insightful presentation from the doyen of social media will set that record straight.

The 7th Brandfest 2010: Malaysia's Informative & Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

23 September 2010, Thursday (DAY 2)

- Megatrends in social media that cannot be ignored
- Surprising shifts making social media indispensable
- Powerful companies have slipped, and paid the price
- What social media offers for now and the future
- Your brand better be more "social" before it's too late.

Prashant Kumar is a social media prophet who believes in the enormous potential that the space offers for brand builders. The social media strategies crafted by him and his team have benefited brands such as Brands Essence of Chicken, Innershine, TM, Coca Cola and many more.

THE NEXT HUGE OPPORTUNITY

11.30 **'Over 67% of the Malaysian Population is Below the Age of 25'. What's in it for YOUR BRAND?**

**Andreas Vogiatzakis, Managing Director
OmnicomMediaGroup, Malaysia**

Successful engagement with this group must kick-off with insights and a deep understanding of opportunities. This presentation will propose how to connect with and harness the potential presented by the younger target, which for long-term brand growth is critical to capture.

- Formulating a powerful basis for capturing a tough young audience; their current need states and specific demands that every marketer must pay attention to
- What really makes them tick; the experiences that will delight them, and to be followers of your brand
- The opportunities for your brands and products
- Case studies of how to connect for greater ROI
- A snapshot other potential segments in Malaysia.

BATTLING IN A CROWDED CATEGORY

12.15 **Bundling a Mix of Effective Strategies to Build Brands in a Crowded Category**

**Dato Dr Rajen M, Chief Executive Officer / MD
Holista Colltech Ltd**

This presentation is about becoming No. 1 in a highly competitive market. Imagine competing in a fragmented health supplements market; held by established local and global corporations; with retail shelves crowded to the point of confusing consumers. Clever strategies must be crafted to battle and win – the segments to target, introduction of unique products, value pricing, clever distribution, consistent consumer education, cost effective communications and engagement.

- Daunting challenges in the crowded health supplements market
- How differentiation helped carve a niche for key brands
- The value propositions and how they relate to consumers
- Consistent engagement of consumers does the trick
- Cost effective ways to engage consumers.

Dr. Rajen attained his Doctorate in Holistic Medicine from the University of LaSalle and a MBA from University of Strathclyde. He was the Marketing Manager of Ciba Pharma and now the CEO Holista Colltech – a company listed in Australia. He used to contribute to The Star and now, the New Straits Times. He also writes the CEO Laptop series of The Edge. Dr. Rajen has astonished many of his contemporaries with his incisive appreciation for branding and marketing.

1.00 **Lunch**

INSIGHTS TO ENGAGEMENT

2.00 **How an Understanding of Deep Rooted Insights Can Lead to the Development of a Winning Brand**

**Tn. Hj. Burhanuddin Md. Radzi, Managing Director
Les' Copaque Productions, Malaysia**

Can any brand in Malaysia match this? Over 2,000,000 fans on facebook! They are discussed on forum.lowyat; are international; and won the Best Film

(Animation) award in the Kuala Lumpur International Film Festival 2007. "Upin & Ipin", Malaysia's No. 1 animated cartoon series is a remarkable brand. The series has connected with deep rooted values prevalent within the Malay community; and touched their lives in many ways. And it has crossed ethnic lines as well. A winning brand borne from insights with valuable lessons to offer.

- How the "Upin & Ipin" brand concept reflects the values & aspirations of the intended target audience
- Product planning that reflects the lifestyle and aspirations of the target audience
- Sustaining interests amongst the many fans
- How target audiences are engaged
- "Upin & Ipin" have gone international as well.

Petroleum Engineer, Head of Production Operations and Technical Director: Burhanuddin ascended through these positions in the Petroleum Industry and the last page saw him managing a topside maintenance company as its MD; which eventually went to the main board. He changed tracks, plunged into the emerging animation business; and never looked back. "Geng: The Adventure Begins" was the first, followed by the immensely successful Upin & Ipin. See and hear more from him.

EVOLVING A DESTINATION BRAND

2.45 **Insights and Elements that Inspired the Evolution of Brand Singapore as a More Engaging Tourist Destination**

**Chang Chee Pey, Director, Brand Management,
Marketing Group
Singapore Tourism Board, Singapore**

Global Nation-Brand Singapore has evolved to offer a more compelling value proposition – its concentration of offerings is so easily accessible and user-friendly, empowering travelers to easily personalize their own Singapore experience according to what they like, how and when they like it. And it was the result of – research, customer insights, a progressive value proposition to engage diverse target audiences, intense utilization of new media; and product innovation to prolong traveler interest.

Chang Chee Pey is responsible for Singapore Tourism Board's (STB) brand strategy and campaigns, and developing strong and positive brand perceptions worldwide. Chee Pey brings with him a wealth of regional experience in the tourism industry, having held various roles throughout his 13 years with STB. His previous positions with STB include Regional Director, ASEAN (Mainland) and Director, International Marketing; Assistant Director for Business Travel; Director of Sightseeing & Cruise and Director for South Asia.

3.30 **Afternoon Refreshments**

MAXIMIZING SOCIAL MEDIA ROI

3.45 **You CAN Maximize ROI from Your Brand's Social Media Plan; Provided It's Done Cleverly Right!**

**Derek Tan, Head of Strategy & Ian McKee, CEO
Vocanic Malaysia & Singapore**

There ARE cost effective ways of using social media; and with the potential for delivering results beyond expectation. Derek and Ian will explain how organisations have used social media and delivered higher ROI; and beyond expectations. This is an opportunity to consider emulating some of the best practices for growing your brand portfolio through exploding social media platforms.

Derek Tan was the chief architect behind the immense success of AirAsia in all of the popular social media platforms. The social media campaigns he conceived attracted the attention of international media the world over.

Ian is CEO and chief strategist for Vocanic, a company that specialises in Identifying Influencers and crafting strategies to engage and activate them to launch Social Influence campaigns. Brands that have benefitted from his expertise include Star-Hub, DiGi, Nokia, Motorola, Norton (AntiVirus), Pfizer, Micosoft/Xbox and others.

4.45 **End of Brandfest 2010**

REGISTRATION FORM



The 7th Superlative Annual Brand Marketing Conference 2010

Date: 22 & 23 Sept 2010

Venue:
The Hilton Petaling Jaya

Delegates

1. Dr/Mr/Ms/Mrs : _____

Position : _____ Email : _____

2. Dr/Mr/Ms/Mrs : _____

Position : _____ Email : _____

3. Dr/Mr/Ms/Mrs : _____

Position : _____ Email : _____

Company Name : _____

Mailing Address : _____

Post Code : _____

Approving Manager : _____ Position : _____

Tel : _____ Fax : _____ Email : _____

Bankdraft/Cheque No : _____

HRDF claimable

FOR YOUR INFORMATION

CONFERENCE FEE (remitted in advance)

Payable to 'Brandedge Sdn Bhd'

Regular Registration Fee:

RM 1680.00 per pax, includes refreshments, lunch, conference documentation and free GMN membership

Early Bird Rate:

RM 1480.00 nett per pax (by 3 Sept 2010)

Group Rate:

RM 1380.00 nett per pax (for 2 persons only)

I wish to claim 10% discount as:

- Last year's Brandfest Delegate (or)
 An MPH Reader's Circle Member (Individuals only)

Special Group Rate:

RM 1230.00 nett per pax (for 3 persons and more)

No discounts whatsoever applies here.

Other Pertinent Information:

Walk-in delegates may be admitted if seats are available. Payment must accompany walk-in delegates. Substitute delegates are welcome in place of those who are unable to attend. Name and designation of the substitute delegate/s must be furnished 2 days before the conference. Cancellations will not be accepted after 15 Sept 2010. A 90% refund will be effected for cancellations. However, if a request is made for conference documentation only, then a 50% refund will be effected. The Organizer may amend any element of the conference, only due to extreme unavoidable circumstances.

ENQUIRIES

Please Ask For:

Raghunath: 012 - 332 5626
Siti Salwani: 014 - 836 7207
Tel: (603) 8070 6624
Email: brandman@tm.net.my

REGISTRATION

Mail this form (or a copy) to:

Brandedge Sdn Bhd
An Associate of Asas Jaya Holdings
No. 5B, Floor 2, Jalan Pipit 2
Bandar Puchong Jaya
47100 Puchong Jaya
Selangor Darul Ehsan
Malaysia.

Fax: (603) 8075 6962 ...or...
Register online: www.mybrandedge.com