

# Marketing Skills: Understanding the Customer Decision Journey for Business

## 2 - 3 May 2018



Connect your brand with customers and differentiate your company from the competition. Learn how the customer decision journey has developed, with digital as the catalyst, and why it's more critical than ever to your business. Create buyer personas, define and map customer touchpoints (for both offline and online), and align your marketing message to the customer decision journey. This Customer Decision Journey framework will help you create customer-focused, integrated campaigns and experiences by connecting your brand with customers at their most influential points throughout their decision journey.

### Learning Outcomes

- ❖ Describe the basics of the Decision Journey
- ❖ Identify Buyers' Personas
- ❖ Understand Journey stages
- ❖ Define touch points and engage customers
- ❖ Align Messaging and Content

### THE PROGRAMME LEADER

David Ho is a SEA independent media professional in the marketing communication field with his area of expertise in digital marketing includes digital data, e-commerce, m-commerce, content marketing, social media marketing and digital media. David has trained over 3,000 advertising and marketing professionals in the APAC region and was the industry speaker for IAB Singapore, Marketing Research Society of Malaysia (MRSM) and most recently for the Malaysia Newspaper Publishers Association. He was recently the APAC Regional Director for Acknowledge Asia/Adparlor (International Online Advertising company) and Managing Director for iProspect (International Online Marketing company) and Kinetic (leading out of home media company).



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YES! Please register:

1	Name	
	Position	
	Department	
	Email	
	Telephone	
2	Name	
	Position	
	Department	
	Email	
	Telephone	
3	Name	
	Position	
	Department	
	Email	
	Telephone	

Approved by:

Signature	
Name	
Position	
Department	
Email	
Telephone	

### Programme Fees

Stakeholders \$1,600

Non-stakeholders \$1,980

Please email your completed form to [registration@cibfmbrunei.com](mailto:registration@cibfmbrunei.com) by 3 April 2018

### IMPORTANT

Stakeholders are participants from MOF, AMBD and all domestic banks in Brunei Darussalam.

Your fee includes workshop material(s), refreshments and certificate.

### Cancellation Policy

CIBFM operates a strict NO CANCELLATION POLICY upon receipt of registrations from organisations. However, you may send in replacements to the programme.

### Changes to Programme

Changes in programme date, time, fees and speakers may occur due to unforeseen circumstances. However, we will ensure that every effort will be made to inform participants of the change. We reserve the right to cancel the programme due to unforeseen circumstances.