

Avoiding Marketing Pitfalls When Going Overseas

8 March 2012

32 Maxwell Road, Maxwell Chambers Level 3



- 9:00 AM Registration
- 9:15 AM Importance of not committing cultural boo-boos when marketing your franchise
Albert Kong, Asiawide Franchise Consultants
- 10:05 AM Strategic Branding - Foundation of a Successful Franchise
Pooja Grover Dixit, DIA Brand Consultants
- 11:00 AM Tea-Break
- 11:15 AM Not Your Textbook Approach to Marketing - The IP Perspective
Audrey Yap, Yusarn Audrey
- 12:05 PM Q & A

Earn 100 Education &
50 Participation credits
towards completion of the
Certified Franchise Executives
(CFE) accreditation

Business is increasingly global in scope nowadays. Well-informed and well-travelled consumers and businesses now have access to the very best products from many different countries. Naturally, the competition will get more intense. Understanding the differences in various markets and executing the right marketing

Submit Registrations via: **FAX: (65) 6333 0962** or **EMAIL: cfe@flasingapore.org**

Please TICK: () FLA Member - S\$ 65 () Non-FLA Member - S\$ 85

Name: Mr / Ms / Mdm / Dr _____

Company: _____ Designation: _____

Email: _____ Mobile: _____

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Please make cheque payable to "**FLA (Singapore)**" and mail to:

Franchising & Licensing Association (Singapore)

32 Maxwell Road, #02-14 Maxwell Chambers Singapore 069115

(Write your name & contact no. on the back of the cheque)

For enquiries, please contact:

Clarisa Han / Judy Ong | Tel: +65 6333 0281/92 | Email: cfe@flasingapore.org

Cancellation Policy

*If you are unable to attend, a substitute delegate is accepted upon prior notice to FLA;
Regrettably, no refund will be made for cancellations received after 23 February 2012 or for "no show" participants;
FLA reserves the right to make amendments to the programme without any notice.*

ABOUT THE SPEAKERS..



MR ALBERT KONG, CHAIRMAN / CEO
ASIAWIDE FRANCHISE CONSULTANTS

Albert (CFE since 2005; first CFE in Singapore) served as a member of the Franchise Services Advisory Committee at the then Singapore Trade Development Board (now named IE, Singapore) in 1993 & 1994. He has also been an Executive Council member of FLA, Singapore the past 18 years. Albert represents Singapore at supra-national meetings like the Asia Pacific Franchise Confederation, European Franchise Federation and World Franchise Council meetings every year.

Albert is a Board Member at the Asia Pacific Centre for Franchising Excellence located at Griffith University, Australia. www.franchise.edu.au. He has a blog here. He has also a blog at Russia's BuyBrand's <http://www.buybrand.tv/>

Albert co-wrote a book called "Developing and Managing a Franchise" (2nd edition in 2007) which was launched during the Global Franchising & Licensing 2004 event by Minister Vivian Balakrishnan. Albert was awarded by the China Chain Store & Franchising Association (CCFA) in 2008, followed by Taiwan's Association of Chain Store and Franchise Promotion, Taiwan (ACFPT) in 2011.

Albert leads a team of 6 senior, very experienced consultants who have helped more than 550 Asian companies develop and market their franchises throughout the region.



MS POOJA GROVER DIXIT, BRAND DIRECTOR, DIA BRANDS
DIA BRAND CONSULTANTS

With nearly 15 years of work experience spanning over branding, advertising, direct marketing and sales, Pooja has a truly "360 degrees" approach to branding and communications. She has worked with global clients such as Unilever and other renowned brands like NTUC, SATS, Unity Healthcare, Cerebos, Certis CISCO and NUS.

As Brand Director of DIA, Pooja is responsible for developing optimal brand strategies and communications programs for clients, including brand research through to alignment and implementation. She is a certified PMC (Practicing Management Consultant) and holds a Post Graduate Diploma in Marketing Management and Professional Diploma in Asia – Pacific Marketing.



YUSARN AUDREY

MS AUDREY YAP, FOUNDING PARTNER / HEAD, INTELLECTUAL PROPERTY
YUSARN AUDREY

Audrey Yap is a founding partner and Head of the Intellectual Property Department of Yusarn Audrey.

Audrey's career in law spans over 2 decades. She is well known amongst her clients & peers as an astute IP lawyer and strategist, helping to shape her clients' IP portfolios and worldwide IP strategies to better extract value from their IP assets. Audrey was the only 0020 lawyer from South East Asia named in 2009 as one of the 250 World's leading IP strategists in a London based survey conducted by IAM magazine (www.iam250.com). She has been listed again in 2010 and 2011. Audrey was named as one of Singapore's leading lawyers in the 2008 Who's Who Legal.

Audrey served as the Regional Consultant (IP) to the World Intellectual Property Organisation (WIPO) in 2004 to design and head up a study involving IP as an economic tool for ASEAN where she provided expert advice and support to the ASEAN Secretariat and the ASEAN Working Group on IP Cooperation (AWGIPC). She also served as an external expert for the European Patent Office (EPO) under the EC-ASEAN IP Cooperation Programme in 2004. She is an Adjunct Fellow of the Intellectual Property Academy of Singapore and served as an examiner for the Intellectual Property Office of Singapore (IPOS) for the Patents Agents qualifying exams for several years. Audrey is also an accredited SCOPE IP consultant for the Scope IP programme of IPOS.