



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute For Tourism Studies



ECOLE HOTELIERE
LAUSANNE
Executive Education

Executive Development Programme

Brand Management

16-17 March, 2010

This is the first ever executive training jointly organised by the Institute For Tourism Studies (IFT) and Ecole hôtelière de Lausanne (EHL), the world's oldest hotel school from Switzerland.

This programme prepares industry leaders and practitioners to focus on issues of developing, managing and evaluating global brand leadership strategies. It aims at giving participants tool to create and market brand, that could enhance business performance!

Facilitator

Prof. André MACK
Director, Lausanne Hospitality Consulting
Faculty of Ecole hôtelière de Lausanne

Registration Fee

MOP5,920- Non-Macao ID-holders
MOP4,550 - Macao ID-holders
MOP3,970 - Macao ID-holders with DSEJ subsidy

Venue

Institute For Tourism Studies (IFT), Macao

Language

English

Deadline

Friday, 26 February, 2010

Inquiry

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Please visit

<http://www.ift.edu.mo/edp/brand2010/>

PROGRAMME DESCRIPTION

In today's hospitality environment, brands have become more important from the customers', investors' and stakeholders' perspective. This programme prepares industry leaders and practitioners to focus on issues of developing, managing and evaluating global brand leadership strategies.

Like many other service businesses, hotels, restaurants and mega casinos depend on return guests who associate a particular brand name with concepts of comfort, quality and fair value.

Over two days, participants will discover how creating a coherent brand experience requires the alignment of every touch point in the organisation with a customer value proposition that leads to a strategic approach of brand management: building, measuring and managing brand equity.

Participants will be familiarised with: developing brand identities, developing brand-building programmes, management of brand equity, brand leveraging and brand extension, the process of brand orientation; product and service strategies, customer value proposition, and, of course, how to market brands.

METHODOLOGY

Lecture-discussion, case study analysis, individual and team exercises

TARGET PARTICIPANTS

- Planner and executives of marketing department
- Executives of mega casino resorts
- Managers of tourism and hospitality industry
- Entry to top management involved in branding process
- Practitioners who are interested in learning the European branding expertise

LEARNING OBJECTIVES

By the end of the programme, participants will be able to:

Knowledge

- Identify the major implications of brand management
- Explain the strategic brand management building process in service industries
- Identify competitors' strategies in their brand building process

Competencies

- Analyse, interpret and apply tools that help corporations build, measure and manage brand equity
- Analyse the five-step process called brand stewardship and determine how this process helps hotels and restaurants to enhance brand positioning in the marketplace

Mindset

- Explain the role of the brand value chain analysis and how it can help us to trace how the brand value is created and transferred
- Improve brand decision-making capacity through strategic, marketing, and financial tools and models

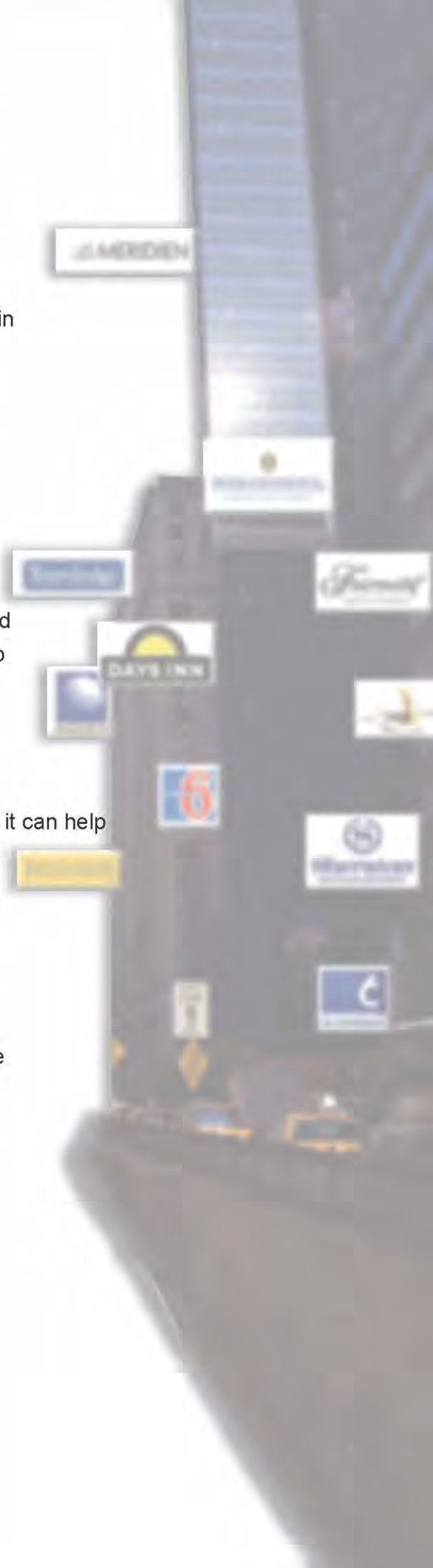
THE ORGANISERS

Lausanne Hospitality Consulting, Ecole hôtelière de Lausanne

www.lhcconsulting.com

Institute For Tourism Studies, Macao

www.ift.edu.mo





THE FACILITATOR

André has an extensive career in the in-flight catering industry and management consulting. Specialized in the areas of strategic marketing, customer service and business process re-engineering. He is both a Director, Lausanne Hospitality Consulting, and faculty member, Ecole hôtelière de Lausanne, lecturing on project management and consulting. André facilitated seminars on product development, Activity Based Costing, marketing and customer service strategies. The consulting mandates in operational and quality auditing of hospitality business units, re-engineering of management and operational processes, strategic business analysis, as well as the development of hospitality learning centers, have allowed him to touch base in New York, Sydney and many countries between these two destinations. André is an alumnus of HSG (University of St. Gallen) and of Ecole hôtelière de Lausanne. He speaks French, German and English, mixing it up sometimes with the various Swiss German dialects.

RECOMMENDED READINGS BY THE FACILITATOR

- Aaker, D. A. and Joachimsthaler, E., (2002), *Brand Leadership*, The Free Press, New York, ISBN 0-7432-0767-X.
- Keller, K. L., (2007), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Prentice Hall, Upper Saddle River, New York, ISBN 0-131888595.
- De Chernatony L. and McDonald M., (2004), *Creating Powerful Brands*, 3rd Edition, Elsevier, London, ISBN 0-75065980



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Educação e Juventude

This programme is subsidized by the "Continuing Education Subsidy Scheme" of Education and Youth Affairs Bureau. Macao LOCAL RESIDENT will be refunded MOP580 after completion of course with over 75% attendance.

Website of Continuing Education Subsidy Scheme:
http://www.dsej.gov.mo/~webdsej/www_dee/index.php