

Knowledge Transfer Webinar

PolyU-ACBM

Distinguished Speaker Series

Decoding the secrets behind the success and failure of branding



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Professor of Practice (Marketing),
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Date: 22 Nov 2021 (Mon)
Time: 7:30 pm – 8:30 pm (Webinar)
8:30 pm – 9:00 pm (Q&A session)
Venue: Online via Zoom

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To register, please click the above registration link and input your information on and before 15 Nov 2021 (Mon).

Dr Royce Yuen is the author of the book “*Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption*”.

A hybrid marketing professional with a strong presence across the commercial, academic and public sectors, he is synonymous with “Branding” in Hong Kong.

He is the Co-Founder and CEO of MaLogic, a MarTech company that offers innovative business solutions by integrating brand strategies, research insights, and big data analytics. Formerly he was the Chairman of Ogilvy Southern China and Hong Kong as well as the HK4As.

Dr Yuen was a Council Member of The HK Trade Development Council (2009 – 2015) and The HK Academy for Performing Arts (2010 – 2016). He is currently a member of the Advisory Committee on Arts Development (ACAD), and an advisor for The Our Hong Kong Foundation.

He is a Professor of Practice and has been lecturing post-graduate programs across Mainland China and Hong Kong for over two decades, during which more than 10,000 students have attended his classes.

Dr Yuen received the PolyU Outstanding Alumni Award in 2009 and was appointed Justice of The Peace by the HKSAR in 2010. In addition, he was conferred with Honorary Fellowship by the PolyU in 2015. In recognizing his contributions to the marketing field, the Hong Kong Institute of Marketing (HKIM) awarded him the Marketer Scholar Award and Honorary Fellowship in 2019.

He is a frequent speaker at major international conferences and has hosted several TV and radio programs over the years to promote management as a liberal art.

Abstract

What is the difference between a “Product” and a “Brand”?

The answer is very simple – A product is something that is made in a factory. A brand is something that consumers buy.

The brand is commonly regarded as the most valuable intangible asset to any organization. Not only it appeals to the customers, but it also attracts talents, partners, and investors.

Having a strong brand will empower any organization to do a better job in engaging its stakeholders. It tells people not just what you do but, more importantly, who you are and why you are doing it.

Brand-building and the marketing practice at large have been affected by disruptive factors such as technological advancement, the proliferation of social media, changing consumer lifestyle, and the COVID-19 pandemic. In this seminar, Prof. Yuen will explain the fundamental principles of building enduring brands to combat these challenges.

Participants will take away practical insights that can be applied to their organizations to remain competitive and resilient when facing uncertainties because the brand does matter.

**This is our first webinar of the PolyU-ACBM Distinguished Speaker Series.
The next one will be held in Spring 2022.**