



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

INSTITUTE OF
ADVANCED EXECUTIVE
EDUCATION
高級管理深造學院

IAEE Senior Executive Series

BRAND HEALTH CHECK

“What Does It Mean for Business Survival and Growth?”

13 October 2015



This programme is a repeat
by popular requests.

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Innovation and Application
for the Future

Innovation. International. Interdisciplinary. Integration.



Brand Health Check

“What Does It Mean for Business Survival and Growth?”

Product is what manufactured in factory and brand is what consumers buy. A brand is essentially considered as the most valuable asset to any organisation. What if a brand's health is not actively and cautiously monitored? It can potentially pose a detrimental set-back on the organisation's sustained growth where innovative ideas are not on the right track or potential opportunities for innovation are not timely identified, putting an organisation at risk. You won't miss your annual health check, should you do the same for your brand?

Professor Royce Yuen has talked extensively about the need for a brand health check at various conferences, including a recent presentation “Practical Insights for Building Enduring Brands” at World SME Expo – Branding Seminar. This is a more in-depth and comprehensive half-day programme to equip you with the tools to examine the level of strength of your brand on health check scale, identify early warning signs of potential problems and tap opportunities for growth.

The programme is designed to offer a structured and interactive approach with a combination of real-life case studies, group discussions, and exercises discussed, which allow you to equip with practical know-hows to measure your brand's health condition and how to respond timely and appropriately when problems arise, aiming to make your brand stronger and more competitive in the ever-challenging market.

Speaker



Professor Royce Yuen, JP
Professor of Practice (Marketing)
The Hong Kong Polytechnic University

Professor Royce Yuen was formerly the Group Chairman of Ogilvy & Mather Hong Kong and the HK4As (The Association of Accredited Advertising Agencies of Hong Kong). He has helped building mega brands across China and Hong Kong for three decades. As the Co-CEO of MaLogic, he and his team are offering innovative business solutions by integrating the insights from research, branding and big data.

Prof. Yuen is a Council Member of the Hong Kong Academy for Performing Arts and Vetting Committee Member for the SME Development and BUD Fund. He has also served as a Council Member of the Hong Kong Trade Development Council and an advisory committee member for the Hong Kong Museum, the Education Bureau, the Commerce & Economic Development Bureau and the ICAC. He is also the Vice-Chairman of Plan International HK which is one of the world's leading development organisations, specifically focused on children.

Prof. Yuen has a keen interest in education and executive training. He is very active in the education field has been lecturing Marketing, Branding and Leadership at a post-graduate level for more than 15 years in both Hong Kong and China. He has conducted training programmes for large corporations such as MTRC, Angliss Enzo, Hysan, Shui On, A.S. Watsons Group, Oregon Scientific and Li & Fung. He is also a frequent speaker at conferences and has been invited by HKTDC, InvestHK, as well as the Intellectual Property Department of the HKSAR to promote Hong Kong's creative sector by delivering talks in various overseas conference.

In 2007, Prof. Yuen was awarded the “Hong Kong Top 10 CEO Award” coorganised by Metro Radio Hong Kong and the Zonta Club of Hong Kong. He was also the recipient of PolyU's “Outstanding Alumni Award in 2009”. Prof. Yuen appointed as Justice o The Peace by the HKSAR in 2010 and was conferred University Fellow by PolyU in 2015.

Programme Objectives

Upon completion of the programme, participants are expected to achieve the following outcomes:

- Capable of conducting a thorough examination on current brand position in the market as well as in the mind of consumers
- Identify actions to be taken to further build on the brand's current strengths
- Detect potential warning signs which require immediate attention and/or remedy
- Select and take appropriate steps to rectify problematic situations and further improve the brand performance

Application of the ideas and techniques will be assimilated through experience sharing, local and overseas cases studies, group discussion and exercises.

Programme Structure

Brand Health Check

13 October 2015 (Tue)

- Welcome and Introduction
- A New and Holistic View of the Branding Concept – Vital to Help Any Organisation to Stay Relevant and Competitive
- Six Major Dimensions in Brand Health Assessment
- Implications on the Results of a Brand Health Check
- Analysis and Strategic Options of Building Dynamic and Enduring Brand under Different Market Conditions
- Review of Takeaways and Concluding Remarks



"Enjoy a professional sharing, useful to my career."

Mr. Lam, The Link Management Limited

"Very interesting, interactive and practical sharing."

Ms. Cheung, Bank of East Asia Limited



Registration & Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **29 September 2015 (Tue)**. Spaces are limited, registration will be accepted on first-come-first-served basis.



Date: 13 October 2015 (Tue)

Time: 2:00 pm - 5:00 pm

Venue: PolyU campus

Fees: HK\$3,000 per person
(Refreshment is included)

Tel: (852) 3400 8476

Email: iaee.enquiry@polyu.edu.hk

Website: www.polyu.edu.hk/iaee

Address: GH267, GH Podium Annexe,
The Hong Kong Polytechnic University,
Hung Hom, Kowloon



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Special Offers!

INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provide interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. Led by Mrs Georgina Chan, Director of Institute of Advanced Executive Education, IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally. Mrs Chan possesses senior management experience with strategic development capabilities, extensive knowledge and skills in education and training gained locally and overseas. Prior to joining The Hong Kong Polytechnic University, Mrs Chan had held senior positions with two prestigious professional accountancy bodies, Institute of Singapore Chartered Accountants and the Hong Kong Institute of Certified Public Accountants (CPAs).



BESPOKE PROGRAMMES

We work collaboratively with our clients to identify and understand their company needs, helping them develop strategic business solutions that address the unique challenges they face. The format, framework, content, duration and methodologies of each programme are completely customisable. Developed and delivered by leading professors and experts in the field, our customised programmes inspire, enrich and empower participants, leading to significant outcomes for their organisations.

OPEN PROGRAMMES

IAEE has developed a portfolio of executive education programmes that offer senior executives and business professionals flexible learning in the development of their careers. All our programmes help participants acquire strategies and techniques to transfer what they learn back to their organisations. As a participant you will be inspired by our faculty members and reputable speakers, who are renowned for their ability to offer cutting-edge insights to senior executives and professionals at all levels. They will engage, challenge and equip you with knowledge, skills and expertise that will place you ahead of your peers.

AWARD-BEARING PROGRAMMES

IAEE is committed to providing a range of interdisciplinary award-bearing programmes that offer senior executives the advanced knowledge and new perspectives they need to enhance their careers and fine-tune the competitive advantages of their organisations. Delivered by world-class faculties and leading practitioners, the programmes immerse participants in a learning culture that will have a life-long impact.

Other programmes delivered by Prof. Royce Yuen

Presenting Beyond Text and Numbers

"Powerful Presentations of Business Proposals and Financials - the CEO way."

17 November 2015 (Tue)
9:30 am - 5:00 pm



Combo Programmes

Enjoy 10% discount for registrations of any two of the IAEE Senior Executives Series programmes.

Looking for another topic?

Talk to us to learn about the wide array of programmes on offer and tailor a combo that best suits your needs.

Service Marketing

"Customers buy because of the product, but it is usually the service that they buy again."

21 April 2016 (Thu)
9:30 am - 5:00 pm



CONTACT US

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