

# Entrepreneurial Marketing **WINNING IN THE HIGHLY VUCA TIME**

## INTERNATIONAL SEMINAR

Thursday, 27 July 2023 | 09.00 am – 05:00 pm  
Putrajaya International Convention Center



**Hooi Den Huan**

Associate Professor  
Nanyang Business School, NTU  
Entrepreneurial Marketing  
Book Co-author

**Philip Kotler**

Author of  
Entrepreneurial Marketing  
Father of Modern Marketing

**Hermawan Kartajaya**

Philip Kotler's Co-author  
since 1998

**Jacky Mussry**

Co-author  
Entrepreneurial Marketing

### IT'S A TIMELY GIFT TO THE NEXT GENERATION OF MARKETERS!

A one-day seminar to discuss about the new capabilities for organization to learn and adopt.  
The capabilities of Entrepreneurial Marketing is based on the successful business practices of recent  
global crisis, for organization to stay relevant until 2030 and beyond.

**Seminar fee:**

RM 1,600 per person

Group of 3 and above: RM 1,440 – per person

**Info:**

**0173994791**

Official Partner:



**PTM IT**



MALAYSIAN ASSOCIATION OF HOTELS  
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MINISTRY OF HIGHER EDUCATION



AKADEMI KEPIMPINAN PENDIDIKAN TINGGI  
HIGHER EDUCATION LEADERSHIP ACADEMY

Course Number No 10001284986

**Registration form:**



No. 17-1, Pandan Business Center, Jalan Kampung Pandan, Taman Maluri, Cheras, 55100  
Kuala Lumpur, Malaysia

Email: [asean\\_institute@markplusinc.com](mailto:asean_institute@markplusinc.com) | [thasya.fadilla@markplusinc.com](mailto:thasya.fadilla@markplusinc.com)

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International Seminar and Book Discussion

Thursday, 27 July 2023 | 9:30 am – 4:00 pm (GMT+8)

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## ABOUT SPEAKER



**Philip Kotler**  
**Father of Modern Marketing**

**Philip Kotler** is the S. C. Johnson Distinguished Professor of International Marketing at the J. L. Kellogg School of Management. He has been honored as one of the world's leading marketing thinkers.

He is author of over one hundred and fifty articles and 80 books, including Principles of Marketing, Marketing for Hospitality and Tourism, Strategic Marketing for Nonprofit Organizations, Social Marketing, Marketing Places, The Marketing of Nations, Confronting Capitalism, Democracy in Decline, and Advancing the Common Good. His research covers strategic marketing, consumer marketing, business marketing, professional services marketing, and e-marketing. He has been a consultant to IBM, General Electric, AT&T, Bank of America, Merck, Motorola, Ford, and others. He has lectured several times in Italy, Sweden, China, Japan, India, Indonesia, Australia, Mexico, Brazil, Chile, and many other countries.

*Philip Kotler will present online.*



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## ABOUT SPEAKER



**Hermawan Kartajaya** is Founder and Chairman of MarkPlus, Inc., leading marketing consulting firm in Indonesia. He is the co-founder of Asia Marketing Federation Foundation and one of the 50 Gurus who have shaped the future of marketing. He has been writing books with Philip Kotler since 1999, with 11 titles of published books and 2 books in writing process.



**Hooi Den Huan** is an Associate Professor and a former Director of the Nanyang Technopreneurship Centre, at Singapore's Nanyang Technological University. He has co-authored 7 books with Kotler and Hermawan (one each also with Jacky Mussry and Sandra Liu). Den is a founding member of the Asia Council for Small Business and with Hermawan, they are co-founders of the Asia Marketing Federation Foundation. Schooled in St Michael's Institution, Ipoh, Den is a UK Chartered Marketer, a Chartered Accountant (England and Wales) and obtained his BSc (Hons) from Bradford University and PhD from Manchester University.



**Jacky Mussry** is Deputy Chairman and CEO at MarkPlus, Inc. He has twenty-five years' consulting experience in multiple industries and regularly lectures on marketing and strategy related subjects.

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## FAQ

What is **VUCA**?

**VUCA is a term describing the enormous challenge in the market:**

**Volatility** in macro-environment changes happened in socio-culture landscape, market, technological advancement and the political-legal situation in a country.

**Uncertainty** in competitors because of the challenges they internally face such as their uncertainty in managing their business.

**Complexity** in customer needs, wants, desire in the era of overflowing information. Customer has their own expectation towards a brand, and their loyalty is relatively harder to locate.

**Ambiguity** in company's own decision in next business strategy – company must be confident and clear in their direction to win the ever changing market!

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## FAQ

What is this seminar about?

**Entrepreneurial Marketing** introduces a new genre of entrepreneurial marketing concept to help business stay competitive in **VUCA (volatile, uncertain, complex, ambiguous)** time. In this seminar, we hope to share the methodology and perspectives in lead and shape a culture of entrepreneurial bravery, collaborative spirit, and adopting new capabilities in which we call CI-EL and PI-PM.

What can I get from this seminar?

1. Discuss about marketing management approach to create sustainable business activity,
2. Introduce departmental silo-removal to support marketing activities,
3. Discuss the mindset of leadership to enable the new capabilities of CI-EL (Creativity, Innovation, Entrepreneurship and Leadership) in professional setting with measurable management,
4. Living example of marketing and management activities in organization from the world
5. Highlight of the best practice of managing marketing organization based on business practices during the recent global crisis

I heard this seminar is talking about marketing organization, but not limited to marketing manager team. Is that true?

Yes, it is true! In this ever-changing business landscape, marketing activities needs *talents, financial measurements, and good product innovation* to win market competition—which surely requires help from other division in the office. That is why, this seminar will not only talk about marketing, but marketing management in organization as well.



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## FAQ

Is this suitable for academicians?

**Academicians** and **functional management level** in universities are welcome to join.

From our perspective, Entrepreneurial Marketing is applicable to support **managerial, entrepreneurial culture transformation** in institution, including **higher learning** institution.

Is this seminar HRDCorp Claimable?

Yes, it is!

MarkPlus Institute ASEAN courses and seminar is within HRDCorp system under PT MIT Asia. This course is claimable, so do not worry and join us now!

Should university students attend this?

You are more than welcome!

University students can join this seminar especially in masters and post-graduate degree. This seminar will help those in business administration, marketing and entrepreneurship-related major.

P.S: with valid ID, university students can get 50% off.

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## FAQ

Is this seminar suitable for public-listed, big established corporation?

It is suitable for established corporation, yes! This is suitable for established corporation who **seek to be more agile** in current business competition. With CI-EL as new capabilities and the concept of Omnihouse Model, big corporation has all it takes to implement the discussion right away.

Is this seminar valuable for SME business?

Yes, it is!

This seminar delivers the idea of how to manage small business with *growth mindset* – to **prepare the business to grow and steady**.

What can government institution learn from this seminar?

Government institution is the beacon of transformation spirit. They are the face of public trust. In this seminar, the idea of **talent leadership** and CI-EL Capabilities is seen very applicable to government institution.

Is this seminar suitable for self-employed, freelancer marketing enthusiast or influencer?

Yes. Specifically, this concept very good for self-employed, individual contributor to strengthen their spirit of collaboration. This seminar will discuss the marketing-finance management, marketing-talent management, and this seminar will fit to those who seek to start doing their job in a bigger team.

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## Seminar Rundown

Time (GMT+8)	Agenda
08.30 – 09.30	Registration
09.30 – 10.00	Opening Speech
10.00 – 11.00	Session 1 What is Entrepreneurial Marketing? With <b>Philip Kotler</b> and Hermawan Kartajaya
11.00 – 11.30	Tea break
11.30 – 13.00	Session 2 Entrepreneurial and Professional Marketing: What do we miss? With Hermawan Kartajaya and Hooi den Huan, Assoc. Prof.
13.00 – 14.00	Lunch break
14.00 – 15.00	Session 3 For Finance Team: Why you should understand marketing team, their activities and mindset with Jacky Mussry
15.00 – 16.00	Session 4 CI-EL as New Capabilities (Creativity, Innovation, Entrepreneurship and Leadership) with Hermawan Kartajaya and guest speakers
16.00 – 16.30	Afternoon Tea End of Seminar

*Time is in 24-hour format*

*Seminar fee included:*

*Seminar kit, activity sheet, lunch and coffee break*