

Fact Sheet and Programme Sheet

Title	Entrepreneurial Marketing: Winning in Highly VUCA Time
Time	Day: Thursday Date: 27 July 2023 Time: 09.00 AM – 05.00 PM
Venue	Putrajaya International Convention Center (PICC)
What	<p>This seminar is about an in-depth discussion about Entrepreneurial Marketing. One-day seminar of Philip Kotler’s most recent thinking, delivered by co-authors, Entrepreneurial Marketing introduces a new genre of entrepreneurial marketing concept to help business stay competitive in VUCA (volatile, uncertain, complex, ambiguous) time.</p> <p>This seminar discusses <i>capabilities in marketing organization</i> to secure business sustainability.</p>
Key Takeaways	<ol style="list-style-type: none"> 1. Discuss about marketing management approach to create sustainable business activity, 2. Talent management to prepare company growth, 3. Post-operational excellence to support business, 4. Finance-marketing management for business profitability, 5. Discuss the mindset of leadership to enable the new capabilities of CI-EL (Creativity, Innovation, Entrepreneurship and Leadership) in professional setting with measurable management, 6. Living example of marketing and management activities in organization from the world 7. Highlight of the best practice of managing marketing organization based on business practices during the recent global crisis 8. Introduce departmental silo-removal to support marketing activities,
Speakers	<p>We have all of author and co-authors to join us as speakers in this seminar.</p> <ul style="list-style-type: none"> • Philip Kotler is the S.C. Johnson & Son Distinguished Professor (Emeritus) of International Marketing ad Northwestern Unviersity’s Kellog School of Management. He is a world-leading and award-winning authority on markeitng. His book have been translated into twenty-five languages. Philip Kotler will present online. • 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 10 titles of published books. Hermawan will come on stage in person. • Hooi den Huan is an Associate Professor of Marketing at the Nanyang Business School and former Director of Nanyang Technopreneurship Center at the Nanyang Technological University in Singapore. He is a Co-Founder of the Asia Marketing Federation Foundation. Hermawan will come on stage in person. • 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. Hermawan will come on stage in person.

Suitable for	<ol style="list-style-type: none"> 1. Professionals who run marketing organization in managerial level, 2. Decision-maker in organization management-related problem in terms, especially in leading innovative talents, 3. Academicians and high-level management of higher-learning institution for better management approach in campus, 4. Business owner who leads the business expansion and in needs to learn better management approach after global crisis (after pandemic)
Why joining this seminar?	<p>Advantage:</p> <ul style="list-style-type: none"> • Discussion about the newest concept of marketing strategy after global crisis that helps you brainstorm and do self-evaluation in leadership • Put marketing strategically as a foundation to prepare for operational excellence. • Learn interconnectedness in organization functions to support agility in doing business. • Strategy to create and grow talents with entrepreneurship spirit who contributes with active initiation to the organization. <p>Feature:</p> <ul style="list-style-type: none"> • Get the first-hand original thinking directly from the author and co-authors • Seminar with concept and activity sheet for individual • Discussion session with speakers • Networking opportunity • Certificate of Attendance <p>Note: HRDCorp Claimable seminar with training number 10001284986 (Malaysian only)</p>
How	<p>Register to community/MarkPlus Institute ASEAN marketing partner/Eventbrite/ internal staff. Confirm payment. Certificate of attendance will be ready with your name by the end of the seminar.</p>

Ticket	<p>RM 1,600 / pax (normal price) RM 1,440 / person (for group of 3 and above) RM 1,000 (active students) USD 360 (International participant)</p>
Inclusive	<p>Morning tea break Lunch Afternoon tea break Seminar kit Parking Facility</p>
Ground Service Offer	<p>We provide ground service for international attendance:</p> <p>3,5-Star Hotel = RM 138 /night (Sovotel Boutique Hotel) (USD 31) 5-Star Hotel = RM 380/night (Marriott) (USD 86) 4-Star Hotel = RM270/night (Dorsett) (USD 60)</p>

<p>About the Organizer</p>	<p>MarkPlus Institute ASEAN</p> <p>MarkPlus Institute ASEAN is a learning division from MarkPlus Indonesia, Philip Kotler Lab in Marketing and Entrepreneurship in Southeast Asia. Established since 1990s, we have been leading big corporate names in Indonesia to create their marketing strategy, learning class and one-stop solution in talent development for more than 30 years.</p> <p>Our founder, Hermawan KArtajaya, is the co-author of Professor Philip Kotler since 1998 and has released 11 global books until now. The most prominent book title is Marketing 4.0, Marketing 5.0: Technology for Humanity, and the latest one Entrepreneurial Marketing. In the end of 2023, Philip Kotler and Hermawan Kartajaya is scheduled to launch the newest marketing concept, <i>Marketing 6.0</i> and the second book of the philosophy ‘Entrepreneurial Marketing’.</p> <p>For more information about us: Indonesia Holding, MarkPlus Inc https://markplusinc.com/ (consulting, research and education) Indonesia MarkPlus Institute https://www.markplusinstitute.com/ ASEAN MarkPlus Institute https://asean.markplusinstitute.com/ About international seminar, dedicated page https://markplusinstitute.com/intl-sem-em</p>
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