DETAILS

Branding From Architect's Perspective - Saturday, 25 August 2007

Seminar Fee:

SIA Member	S$	32.10 (incl GST)
BOA/CIJC Member	S$	48.15 (incl GST)
Non-Member	S$	64.20 (incl GST)

Closing Date for Registration   **17 August 2007**

Enquiry (call Ms Jasmine Chan)   Tel: (65) 6226 2668
   Fax: (65) 6226 2663

REGISTRATION

Name: _____
(please underline Surname)

NRIC No: _____

Membership No: [ ] SIA _____

[ ] CIJC (Pls specify Institution)

[ ] BOA Reg No _____ [ ] Non-Member

Organisation: _____

Address: _____

_____ S ( )

Tel: _____ Fax: _____

Email: _____

Contact Person: _____

Bank/Cheque No: _____ Amount S$ _____

Please forward your registration form and crossed cheque payable to "**Singapore Institute of Architects**" before the closing date to:

Ms Jasmine Chan
Singapore Institute of Architects
79B Neil Road, Singapore 088904

Registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.

Cheque payment for this activity **should not be** combined with payment for other SIA events/courses.

Fees paid are non-refundable under all circumstances. Replacement of participant will be allowed only if notification is made at least 7 days before the event.

Where a Non-Member replaces a Member (must be from the same organisation) the fee difference will have to be made good to SIA prior to the event.

SYNOPSIS

The Importance of Branding - While "branding" is becoming a buzzword these days, most people do not really understand what branding is or its importance in building the long term success of a company. Developing a brand involves more than just picking a catchy name and designing a nice logo. Your brand is about how you consistently deliver your promise to your internal and external customers and forming an affinity with them. This session aims to help companies to understand what branding is and how it can be used as a strategic tool in enhancing your competitiveness.

Integration of Branding with Architecture - This unique seminar brought to you by SIA and Temporal Brand Consulting, which aims to share light on the concept of branding and how it is relevant to architects and their related industry. Branding has been a concept that is widely used but yet loosely applied. Some even perceived it as a buzz word. In reality, branding is a concept that emphasizes on the building of relationships with customers by leveraging on the values that one endows on their products/services. It is through branding that one is able to compete and differentiate oneself within the market place. In this seminar, the vital concepts associated to branding will be articulated. More specifically, it will encompass the relevance of branding to architects and how they can apply it to their business advantage within their practice. As such, cased studies demonstrating some of the best practices concerning branding will be shared. Through these case studies, the seminar participants will be able to better comprehend how they too can integrate the concept of branding into their respective architecture practices.

SPEAKERS' PROFILE

Ms Suzie Cheong is the Programme Manager for Branding Programmes in IE Singapore, under the Business Capability Division. The Business Capability Division is responsible for helping internationalising companies scale up their capabilities in areas such as branding, design, intellectual property, alliance formation and international manpower development. Some of the services the division provides include outreach seminars, online diagnostics & resources and incentive schemes.

Dr. Lau Kong Cheen's role in Temporal Brand Consulting involves business development, client management and R&D in branding. He is also an appointed Prime iAdvisor with International Enterprise Singapore. Before joining Temporal Brand Consulting, Kong Cheen's career has spanned across numerous industries in both the private and public sectors. This includes organizations from the beverage, IT and retail industries. Among them, as a business analyst with Metro, he has been highly involved in projects related to customer loyalty development in Singapore's dynamic and competitive retail industry. Through this experience, he has acquired ample insights on the critical role of branding towards brand loyalty and consumer behaviour. Further prior to that, in his stint with IDA (govt statutory board), he has played a significant role in developing joint business development and partnership programmes with MNCs and SMEs in the IT sector. He is specialized in areas concerning brand personality, brand communications and brand extension strategies. He has written a number of research articles on these topics for some of the top acclaimed marketing journals as well as presented them in selected international conferences. In addition to that, he has also been active in the field of academia by conducting lectures and workshops for undergraduate and post-graduate university students in subjects concerning branding, market research and data analysis, and consumer behaviour. Kong Cheen is also a reviewer for the Asia Pacific Journal of Marketing and Logistics. Kong Cheen holds a Bachelor's Degree (Honours) in Electrical & Electronics Engineering from the Nanyang Technological University and an MBA with Distinction from the University of Surrey. He also possesses a PhD degree in Marketing from the Curtin University of Technology.

SINGAPORE INSTITUTE OF ARCHITECTS

CPD
PROGRAMME

Singapore Institute of Architects
Seminar on

Branding From Architect's Perspective

Saturday, 25 August 2007

9.00am	Registration
9.30am	Welcome Remarks by Singapore Institute of Architects
9.35am	Importance of Branding By Ms Suzie Cheong, IE Singapore
10.00am	Coffee Break
10.30am	Integration of Branding with Architecture By Dr Lau Kong Cheen, Temporal Brand Consulting
11.30am	Questions & Answers
12.00pm	End of seminar

VENUE

Singapore Institute of Architects
Level 1 – SIA Theatrette
79 Neil Road
Singapore 088904

ACCREDITATION

A Singapore Institute of Architects (SIA) registered activity. Participating in this activity will accrue **4** points towards the requirements of the SIA Continuing Professional Development Programme.

Registered as a CES Provider of American Institute of Architects (AIA). Participation in this activity will accrue Learning Unit Hours.

Supported by the Royal Institute of British Architects (RIBA) as valid CPD Hours for its members.