

# PHILIP KOTLER BACK IN SOUTH AFRICA FOR A ONE-OFF LIVE PUBLIC APPEARANCE!

Hear about the latest winning strategies on creating and dominating markets, and building, measuring and protecting your brand. Never presented before!

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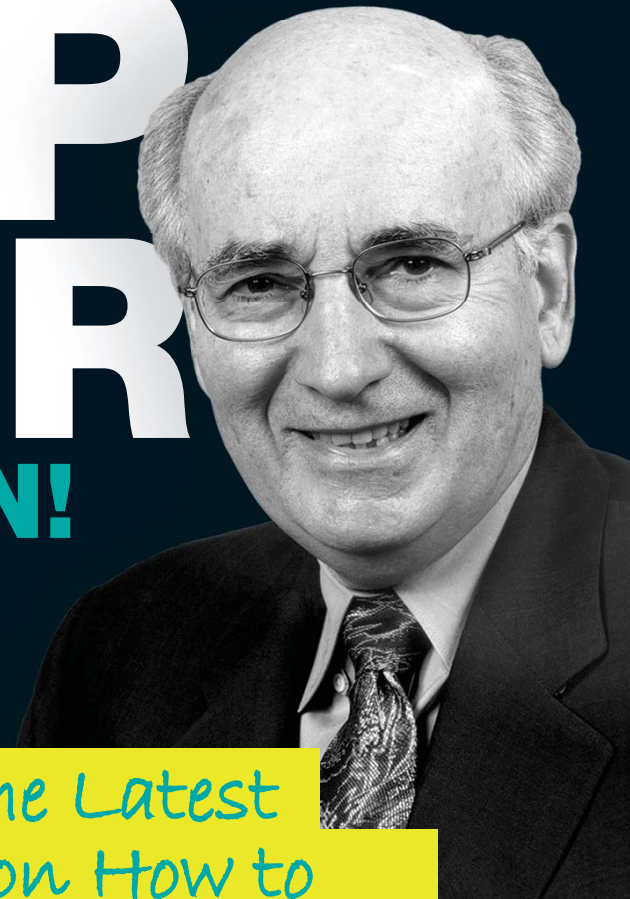


NEW LATEST PROGRAMME INSIDE!

# PHILIP KOTLER

## LIVE & IN PERSON!

A full-day event with the world's foremost expert on strategic marketing practice



Winning Strategies: The Latest Marketing Thoughts on How to Create, Win, and Dominate Markets

“With transformation affecting company culture and government entering into the brand-building business, a large amount of South Africa's future success will require investing in marketing and branding.”

**Philip Kotler**

27 July 2006,  
Vodaworld, Midrand,  
Johannesburg

“There's only one name in marketing: Phil Kotler. His latest work (How to Create Accountable Marketing Plans That Really Work) may be his best - a summary that captures the best of his insights, as original today as when he first took pen in hand, forty years ago.”

**Tom Peters**

Author of 'In Search of Excellence & The Circle of Innovation'

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▪ Web: [www.globalleadersevents.com/kotler](http://www.globalleadersevents.com/kotler) ▪ See back page for registration form!

“Marketing is not the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value. It is the art of helping your customer become better off. The marketer's watchwords are quality, service and value.” **Philip Kotler**

## Take home tools to convince your top management to make marketing and branding a key focus to develop winning strategies

On 27 July 2006, the world's legendary thought-leader on strategic marketing will present his latest ground-breaking ideas and practical focused approach to implementing a competitive marketing strategy, **LIVE & in Person**, in South Africa. During an inspiring full-day event, Mr. Kotler will demonstrate the importance of new marketing strategies and tactics, how to compete effectively today in the face of increasing accountability pressures, and how to build brand equity to increase the strength of your brand.

Professor Kotler will highlight the need to stay ahead of the game because “Markets change, so marketing has to change” and show how you must “replace your Old Marketing with New Marketing that is: holistic, technology-enabled and strategic”. Furthermore, with goods and services making up 69% of South Africa's GDP, brand-building and marketing communication is a significant economic driver. This power could profitably be harnessed for the development of the country. **If innovation, differentiation, branding, and service are vital to your marketing strategy then you must attend this event!**

## Facing the Increasing Pressure for Marketing Accountability

The world's most respected Marketing practitioner will share with you the latest material from his new book, *Marketing by the Numbers: How to Create Accountable Marketing Plans That Really Work*, due for public release in October 2006! You will hear specific reasons for a holistic marketing framework, where companies need to view their target customers' activities, lifestyle, social space, channels, supply chain, communications and stakeholders' interests.

## Meet our speaker!

Speakers at a Global Leaders event are always **Live & in Person** on stage as well as accessible to meeting you on a more personal level. You can bring your book, or buy one on site, and get it personally signed by Philip Kotler.

## WHAT YOU'LL LEARN:

**10 Strategic questions for marketing & branding executives which Kotler will answer:**

1. Can South African companies develop strong global brands?
2. What are the practical steps required in building a brand from an ROI point of view?
3. Can South African companies develop brands that survive and develop over time?
4. Are you reducing costs?
5. Are you improving the customer experience?
6. Is your business model innovative?
7. Are you niching sufficiently?
8. Is your product innovative?
9. Is your design award winning?
10. Is your marketing really filling its potential?

**FREE BOOK FOR ALL!**

**ALL DELEGATES WHO ATTEND WILL RECEIVE A COPY OF PROFESSOR KOTLER'S RECENTLY PUBLISHED BOOK, *According to Kotler: The World's Foremost Authority on Marketing Answers Your Questions!***

## EVENT PROGRAMME

**PHILIP KOTLER, LIVE & IN PERSON**

**NEW LATEST PROGRAMME**

*Winning strategies: The latest marketing thoughts on how to create, win, and dominate markets*

**27 July 2006, Vodaworld, Johannesburg**

**Professor Kotler's Analysis of the Current State of Branding In South Africa and the Particular Challenges Faced By South African Branding Professionals**

### Replacing Old Marketing with New Marketing

- Holistic Marketing
- Technology-Enabled Marketing
- Strategic Marketing

### Facing the Increasing Pressure for Marketing Accountability

- Controlling rising marketing costs
- Developing a spirit for accountability as well as the skills set
- Moving from short term to long term marketing
- Focusing your marketing on real assets

### Improving Marketing Efficiency and Effectiveness

Addressing the diminishing returns of marketing strategies 7 winning strategies:

- Cost Reduction
- Improved Customer Experience
- Innovative Business Model
- Improved product quality
- Niching
- Product innovation
- Design
- Vertical marketing methods
- Lateral marketing methods
- Differentiating by segment

### Building Brand Equity

- Developing a Brand Concept
- Branding Components
- Promoting your Brand: 14 proven tools

### Increasing Your Brand's Strength

- Putting your brand to the test: how strong is it?
- Creating brand vitality
- Building brand structure
- Generating 'use value' as well as 'purchase value'
- Stretching your brand
- Revitalising your brand
- Moving your brand downstream/upstream

### Building Customer Equity: Measuring State of Affairs

- Improving your score
- 5 successful methods
- Defining your market space in terms of 'customer outcomes' as opposed to products

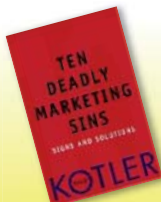
### Technology-Enabled Marketing

- Creating and working with a professional marketing database
- Sales and marketing automation
- Using marketing decision models
- Exploiting the Internet

### Summary

- **8.00** Registration begins
- **9.00** Official opening, Session I
- **10.30 - 11.00** Mid-morning coffee break
- **11.00 - 12.45** Session II
- **12.45 - 14.00** Lunch
- **14.00 - 15.15** Session III
- **15.15 - 15.45** Afternoon coffee break
- **15.45 - 16.45** Session IV
- **16.45** End of proceedings

## Comments on a selection of Kotler's many award winning books...



“...I heartily recommend it to both the marketing professional and non-marketing manager...”

*Journal of Consumer Marketing*, Vol.22, No.1, 2005



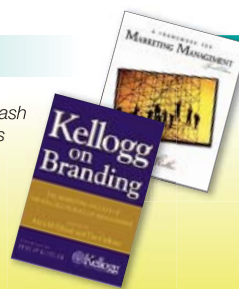
“These two marketing innovators provide effective and practical concepts and tools to help readers create new products and services based on thinking across rather than within markets. Understand the power of marketing creativity and how “lateral marketing” can expand thinking and profits.”

*Best Business Books 2003, Library Journal*, March 15, 2004



“...Sounds like a dull rehash of conventional wisdom's but is far from it...”

*Brand Strategy*, September 2003



“Building a brand is a roll-out process, not a drop everywhere in the world at one time. “The key to brand-building is to have something good that you roll-out in a very intelligent way. Maybe even invisibly for a while because you want to be under the radar screen of competitors.” Philip Kotler



## THIS EVENT WILL SELL OUT!

To secure a place for your organisation, please see back page for details.

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### CORPORATE GROUP OFFER: Host your clients & staff

Register 10 delegates at the standard price of R7,495 per person (excl. VAT) and **get 3 FREE, saving over R22,000!**

**PLUS, as part of the deal you will receive following VIP privileges:**

- Preferential seating arrangements
- Express registration on arrival
- Certificate of attendance signed by Professor Philip Kotler
- Corporate lunch with company branding on your table
- Acknowledgement in the conference document
- A FREE corporate gift, USB Flash Drive valued at over R200!

### SPECIAL TEAM DISCOUNT

Register 5 delegates at the standard price of R7,495 per person (excl. VAT) and **get 1 FREE, saving R7,495!**

For additional information please call +27 (0)11 881 5438 or email [info@globalleadersevents.com](mailto:info@globalleadersevents.com)

## WHY THIS EVENT IS FOR YOU

This Marketing event is unique from any other marketing and branding in South Africa for 2006 as delegates will: -

- **See the un-matched** credibility of Philip Kotler – the father of marketing as we know it and a truly outstanding educator, author and sought-after presenter (The last time Kotler spoke at an event in Johannesburg, it was a huge success with over 700 delegates from various industry sectors attending)
- **Hear brand new material** on Kotler's new book, *Marketing by the Numbers: How to Create Accountable Marketing Plans That Really Work*, published in October 2006
- **Develop** innovation, differentiation, branding and service in your organisation
- **Discover how** (South) African companies can develop strong global brands
- **Replace Old Marketing with New Marketing** that is holistic, technology enabled and strategic, enabling you to capture your target customers' activities, lifestyle, and social space more effectively
- **Exploit the latest winning strategies** and lateral marketing concepts to help penetrate your marketplace successfully
- **Discover powerful** frameworks including Holistic Relationship Marketing, a new 'lateral' approach to marketing, tools for promoting and building brands, and Technology-Enabled Marketing (TEM)
- **Network with the highest-level** Marketing decision-makers in (South) Africa
- **The importance of marketing and branding** in South Africa is increasing rapidly – you as a company, and as a marketing/brand executive need to stay ahead of the game and permeate that signal
- **Get tools** to convince your top management to make marketing/branding a strategic focus: your brand is an asset, and building the value of it is a process that engages the entire company, starting with top management seeing its strategic value and making it permeate throughout the company
- **Kotler will present** various global real-world examples, case studies and best practices, and share strategies to be adopted by South African companies to compete in the global market

### WHO SHOULD ATTEND?

This event is not only designed for commercial Heads of Marketing, Marketing Managers and Directors, but CEO's, Managing Directors, General Managers, Consultants and Line Managers who hold a responsibility for the communications strategies of respective organisations. Marketing practitioners from public spheres including universities, government institutions and parastatals will also gain a huge amount of knowledge and practical tools from Mr. Kotler's new, yet unpublished ideas.

**When will you have a better opportunity to learn from the world's leading authority on Marketing, which could potentially inspire a latest approach to executing your overall marketing strategy?**

## ABOUT PHILIP KOTLER

### BIOGRAPHY

Philip Kotler is the world's leading authorities on marketing and currently S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, Illinois. For more than three decades Philip Kotler has been one of the business world's foremost brand strategists and author of 35 influential books on marketing.

### THE ACADEMIC

Rated as the "Best Business School for the Teaching of Marketing", Professor Kotler has significantly contributed to Kellogg's success through his many years of research and teaching there. Mr. Kotler received his Master's Degree at the University of Chicago and his PhD Degree at MIT, both in economics. He worked for a post-doctoral in mathematics at Harvard University and in behavioral science at the University of Chicago. He has received honorary doctoral degrees from the Stockholm University, University of Zurich, Athens University of Economics and Business, DePaul University, the Cracow School of Business and Economics, Groupe H.E.C. in Paris, the University of Economics and Business Administration in Vienna, Budapest University of Economic Science and Public Administration, and the Catholic University of Santo Domingo.

### THE AUTHOR

Philip Kotler has published over one hundred articles in leading journals, several of which have received best-article awards. Dr. Kotler is the co-author of *Principles of Marketing and Marketing: An Introduction*. His *Strategic Marketing for Nonprofit Organisations*, now in its fifth edition, is the best seller in that specialised area. Dr. Kotler's other books include *Marketing Models*; *The New Competition*; *Marketing Professional Services*; *Strategic Marketing for Educational Institutions*; *Marketing for Health Care Organizations*; *Marketing Congregations*; *High Visibility, Social Marketing*; *Marketing Places*; *The Marketing of Nations*; *Marketing for Hospitality and Tourism*; *Standing Room Only – Strategies for Marketing the Performing Arts*; *Museum Strategy and Marketing*; *Marketing Moves*; and *Kotler on Marketing*. In addition, he has published more than one hundred articles in leading journals, including the Harvard Business Review, Sloan Management Review, Business Horizons, California Management Review, the Journal of Marketing, the Journal of Marketing Research, Management Science, the Journal of Business Strategy, and Futurist.

### THE SPEAKER AND ADVISOR

Professor Kotler has travelled extensively throughout Europe, Asia and South America, advising and lecturing to many companies about how to apply sound economic and marketing science principles to increase their competitiveness. He has also advised governments on how to develop and position the skill sets and resources of their companies for global competition. Companies consulted include IBM, General Electric, Ford, Apple, Motorola, Michelin AT&T, Honeywell, SAS Airlines, Bank of America, Merrill Lynch and Merck. He has been Chairman of the College of Marketing of the Institute of Management Sciences, a Director of the American Marketing Association and a Trustee of the Marketing Science Institute. He is a Member of the Board of Governors of the School of the Art Institute of Chicago and a Member of the Advisory Board of the Drucker Foundation.

### KEY CREDENTIALS AND AWARDS

- Instrumental in transforming marketing into an academic discipline
- Professor Kotler was the first recipient of the American Marketing Association's (AMA) "Distinguished Marketing Educator Award" (1985)
- The European Association of Marketing Consultants and Sales Trainers awarded Kotler their prize for "Marketing Excellence"
- In 1989, he received the Annual Charles Coolidge Parlin Marketing Research Award
- In 1995, the Sales and Marketing Executives International (SMEI) named him "Marketer of the Year"
- In 2002, the "Marketing Educator of the Year" award from the Academy of Marketing Science
- Professor Kotler's 700-page *Marketing Management* (originally published in 1967 and recently updated in a 10th edition) was named by the Financial Times as "one of the 50 top business books of all time"
- Kotler's textbooks have sold over three million copies and have been translated into 20 languages
- Kotler is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article published in the Journal of Marketing.
- The Financial Times recently conducted a survey of 1,000 executives from 25 countries of the Most Influential Business Writers/Management Gurus, reporting the rankings in their November 18, 2005 edition. Kotler was pleased to be listed 4th, and to be the first academic on the list, and the only marketing expert. 1) Peter Drucker 2) Bill Gates 3) Jack Welch 4) Philip Kotler 5) Michael Porter

## About GLOBAL LEADERS



**GLOBAL LEADERS** deliver the most influential business and thought-leaders **LIVE & In Person** to senior decision-makers in the Middle East, Europe, Asia-Pacific and Africa. We consistently design each event to inspire, motivate and empower attendees, with our elite speakers sharing their insights, experiences and expertise in a unique business environment.

Our organisation is unique including innovative, dedicated, customer-focused employees who all believe in providing high value, informative and memorable event experiences. To see the range of our single thought leader events and Global Leaders Summits, check out our website at: [www.globalleadersevents.com](http://www.globalleadersevents.com)



