

Building Organisation Visibility: Building Sustainable Organisation

- Is your organisation struggling to stand out and gain the visibility it deserves?
- Do you want the public to clearly recognise your organisation's services, roles, and contributions?
- Are you ready to explore new ways of serving clients that differentiate your organisation from the rest?

Introduction

In today's highly competitive and fast-changing environment, visibility is no longer a luxury—it is a necessity for organisational survival and growth. Many organisations provide excellent services, yet remain unnoticed because their value is not communicated effectively to the public. Building sustainable visibility means more than marketing; it is about shaping perception, strengthening credibility, and positioning the organisation as a trusted name in its field. This program addresses the challenges that organisations face in making their roles and services seen and appreciated. Drawing from the latest shifts in marketing, the impact of globalisation, and the opportunities created by technology, participants will learn practical strategies to elevate their organisation's profile. By joining, you will discover how to reshape client experiences, enhance public trust, and ensure your organisation's presence is both sustainable and impactful.

Program Objectives

This program aims to:

- Introduce to participants on the theories of strategic marketing
- Relate how and practice tactical marketing
- Conduct and understand administrative marketing and transformational market

Learning Outcomes

After completing this program, participants should be able to:

- Understand the concept of strategic marketing
- Apply tactical marketing in the daily marketing plan.
- Relate administrative marketing to daily activity
- Utilise transformational market in creating a strategic plan for the organisation

Who should attend?

Middle management, senior management and anyone who is involved in building a sustainable organisation

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Building Outstanding Organisation In this module, the participants would use the concept of marketing to understand, create, communicate and deliver values to the stakeholders. The participants would understand the role of strategic marketing to increase visibility of the organisation.
10.30am-11.00am	Morning Break
11.00am-1.00pm	Identifying Marketing Opportunity and Developing Target Value Offering In this module, the participants start to appreciate the value deposition of the service and product offer in the organisation. The participants would learn the market segmentation and market positioning to identify the value offering in the organisation.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Building Brand Equity In this module, the participants would learn how to create brand awareness, perceived quality, brand association and brand loyalty. The participants would learn how to use technology to achieve brand equity in the organisation.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Developing and Using Technology Intelligence The participants would start to learn the role of marketing research, data management, data analytics, interactive marketing and marketing to

	create visibility.
Time	Day Two
9.00am– 10.30am	<p>Designing Visibility Strategies</p> <p>In this module, the participants would start to apply product strategy, price strategy and promotion strategy. The participant would master the strategy in acquiring, retaining, and growing customers to increase the visibility of the organisation.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Designing and Delivering more Customer Values</p> <p>In this module, the participants would appreciate the application of point of difference and the point of parity. The participants would apply innovation and creativity to plan and organise for a more effective marketing strategy.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Evaluating and Controlling Performance</p> <p>In this module, participants would create how to conduct a marketing audit to evaluate the marketing strategies that are applied to increase visibility. From the marketing performance feedback, the new strategies would be formulated.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Adapting to the New Age of Electronic Marketing</p> <p>In this module, the participants would learn the various type of electronic marketing such as IoT, big data and internet marketing. The participants would learn how to leverage the industrial revolution as a visibility strategy.</p>