



Marketing & Innovation for Posts

23th September to 18th October 2019

The marketing and innovation for posts course offers an exciting and inspiring four weeks of learning. The course uses a variety of training and learning methods to infuse marketing knowledge into participants. Interaction is key and participants will be taken offsite to a Military Boot camp to stimulate thinking and team work to overcome obstacles. The course incorporates modules on Direct Marketing and as well as Innovation in Posts including case studies of Swiss Post and Thailand Post. Participants are encouraged to bring real marketing and innovation issues to the course so that they can be resolved by Innovation and Marketing experts in the programme.

4 P, 4 E, & 4 C, 4 I's

Marketing Teams

Boot Camp

Personal Development

Innovation Workshop

Marketing Communication

Digital Marketing

Modern Business Culture

Best Practices in Lead Management

Internal Communication

**Change is New Normal
Change Management**

Interactive Simulations



Ms. Yu Yan started her postal career in 1995, entered into the International Business Department in EMS China. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R). Ms. Yu have strong desire and enthusiasm, to build the experience and thoughts that she have learned into the training material, to help member countries in the Asia-Pacific region to better meet the demand of customers.



Course Schedule

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Introduction & Ice Break & Admin briefing	Global Postal Environment	Marketing theory	Business Goal and Marketing Priorities	Developing marketing Strategy
PM	Introduction & Ice Break & Admin briefing	Bangkok in Five Hours	Participant Presentations	Thailand Post Marketing	Visit to Ratchadamnoen Post Office
Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Return on marketing Investment	Leadership Bootcamp	Leadership Bootcamp	Lead Management	Outcomes measurement
PM	Cost Benefit Analysis	Leadership Bootcamp	Leadership Bootcamp	Planning for Competitive Advantage	Visit to Laksi PO and Call Center
Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
AM	UPU Global Strategy	Ansoff Matrix for Planning	The "Start Up" Mindset	E-commerce driven Innovation	Thailand Post Innovation
PM	Impact driven Modern Needs	Innovation Culture	Visit to E-commerce Company	Swiss Post Innovation	International Food Festival
Week 4	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Product Development	Branding	On Course Project	MIP Final Presentations	Farewell Exercise
PM	Introduction To Costing & Pricing	Visit to BJC Logistics	On Course Project	MIP Final Presentations	Graduation & Lunch

Breaks at 1000 and 1445 and lunch 1145-1315 (1145-1345 Fridays)

Text in Red – non-course sessions

Text in green – offsite to inspire innovative thoughts and external stimuli

Text in bold – sessions provided by external presenters

For information on dates and prices please contact admin@appu-bureau.org

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