



Strategic Marketing Management

25th to 29th January 2021

The Objective of this workshop is to expose and challenge the mind to innovate starting with a self appraisal , identifying potential and competitive assets of the Posts to promote them. Participants will examine new innovation strategies and business models for developing breakthrough products and services. In essence, the workshop will be Case Study Driven , looking at approaches and Successful innovations world wide.

Session	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Innovation and Business Advantage	The E-commerce opportunity	Customer Insight	Marketing Thinking Exercise	Product Experimentation
PM	Innovation Culture	Marketing Innovation	<i>4P & 4 C Frequent Mistakes on Marketing</i>	Open Innovation for Products	Case Studies & Innovation Presentations



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. 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)



Strategic Marketing Management Workshop

Objectives:

The workshop is designed for Posts who intend to develop sustainable and modernized services hence promoting the Posts as a key player and an integral part of the socio-economic. It aims to help business managers for fulfilling necessary knowledge and skill in developing strategic marketing aligned with business plan for e-commerce which will be country-specific.

Who should attend?

Managers of the marketing team as well as those responsible for Corporate Strategy.

Duration: 5 Days

Outlines:

- Formulation of strategic plan for parcel and logistics business
- Understand customers and generating insights
- Accelerating marketing execution through agile marketing
- Technical development on operations management for e-commerce related business
- Advanced E-commerce and e-retailers solution

Agenda

Day 1	Customer Expectations on Post in a Digital World Competition and trends analysis
Day 2	Integrated Product Plan (IPP) of UPU Innovation Strategy Postal Product Development
Day 3	Customer Journey Mapping Marketing Concept linked with Customer Experience
Day 4	Roles of Posts as cross-border service provider Solutions to improve visibility and reliability
Day 5	Question and answer Group work activity