



# Marketing & Innovation for Posts

26<sup>th</sup> September to 21<sup>st</sup> October 2022

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 Innovation in Posts and will cross study the successful cases of other industries. 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.

<b>Marketing Linked with Customer Experience</b>	<b>Setting Strategies</b>	<b>Boot Camp</b>
<b>Positive Leadership</b>	<b>Innovation in the era of IoT</b>	<b>Marketing Communication</b>
<b>Product Iteration</b>	<b>Innovation Organization</b>	<b>Best Practices in Lead Management</b>
<b>Internal Communication</b>	<b>Change is New Normal Change Management</b>	<b>Interactive Simulations</b>



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)



# Course Schedule

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

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](mailto:admin@appu-bureau.org)

# APPC

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