



Strategic Marketing Management

17th to 21st January 2022

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 |
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| 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)

