



## Driving Digital Strategies

Despite the widespread threats of disruption, many Posts in traditional industries have succeeded at digitizing their businesses in transformative ways. Many of them are using digital technologies to reimagine their businesses. The second week of the 3week E-Business and Technology course incorporates a special program on Driving Digital Strategies. To effectively compete in today's digital landscape, Posts must leverage digital and social platforms that make it easier for consumers to access relevant and timely information, connect with people they care about, and willingly engage in brand-building behavior. This timely program is designed to help Posts make digital and social media a powerful part of its overall business strategies. This program provides a fundamental analysis of how to think about your customers and industry differently, and a framework to help you design digital and social strategies.

<b>Driving Digital Strategies Concept</b>	<b>Reconnect with the customers</b>	<b>Key elements of digital strategy</b>
<b>Digital transformation</b>	<b>Measure and optimize market spending</b>	<b>Case Study from Posts</b>
<b>Reimagine the postal business</b>	<b>Rebuild the organization</b>	<b>Site Visits</b>
<b>Omni-channel strategy</b>	<b>Key drivers of digital transformation</b>	<b>Group Exercises</b>



Mr. Anucha, who has been re-appointed APPC in January 2023, will deliver this special program. He has gained a lot of experiences from his past experiences as Course Director of APPC during 2014-2019. Many in-house courses have been conducted including the External Training Programs (ETP) abroad such as Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Myanmar, Sri Lanka, Timor Leste and Vietnam. With a background in Thailand Post over 30 years experiences working in various areas such as International postal operations, Logistics Management and Sales and Marketing etc., he can contribute his knowledge and expertise to all participants and the Posts.

