



## Marketing & Innovation for Posts

Marketing and Innovation is identified as a search for creative and new solutions to challenges and needs. For Post to become more competitive and improving its performance, the Post must constantly develop new products as well as marketing and innovation strategies. The post needs to increase the competitiveness, increase the work productivities as well as change the corporate culture amidst the digital transformation and changing customer's behavior. This course is designed for the managers who are directly working in marketing, strategy formulation, business development, human resource, operations and Post office management either at headquarters or at operational level. The end result of this program should come out with marketing and innovation strategy and plans.

Current situation of Posts	Innovation Strategy	Innovation drivers
Strategic imperatives for Posts	Direct and Digital Marketing	Case Study from Posts
Marketing Mix	Leadership and Team Work	Site Visits
Marketing strategy	Digital Transformation	Group Exercises



Mr. Anucha, who has been re-appointed APPC in January 2023, will deliver the **MIP course**. 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.

