

OVERVIEW

Customers identify and recognize your products through the brand, trade mark, logo and slogans. These are collectively the creative intellectual property (IP) that can be legally protected. IP is the catalyst to boost your revenue in many different ways.

This course will introduce you to the basic framework for innovative sales.

Innovative sales is exploiting different customer types and ways to use your products to create new sales.

Who Should Attend?

1. Entrepreneurs and business owners
2. Sales and marketing personnel
3. Research and Development personnel
4. Academicians

What you will learn?

- Basic legal definition of Intellectual Property (IP)
- Legal procedures for IP protection
- Basic ideas for IP management and types of IP
- Translating IP into sales
- Understanding what is PAIN in the market
- How to address the PAIN that related to IP
- Your understanding of how IP related to the PAIN will generate new innovative sales

SPEAKER PROFILE

Dr. Fauziah Md. Desa was an academician and has vast experience in Intellectual Property (IP) implementation. Experienced in teaching and research in Medical Sciences over 15 years at Universiti Sains Malaysia (USM), she took steps further into industrial world and was involved in R&D product commercialisation.

She was The Deputy Director of Innovation and Commercialisation Centre (ICC), UPM and was responsible to manage the Universiti Putra Malaysia (UPM) IP assets and their commercialization as well as entrepreneur development. Dr. Fauziah's professional work experience includes the management of intellectual property from concept creation, protection expansion and value realization. Currently, Dr. Fauziah is the CEO of Enzyme Technology Malaysia Sdn. Bhd., a company which is developing industrial biotechnology in collaboration with a Korean technology partner.

Nor Akmar Kasim has extensive experience in telecommunication and IT Industries. She has worked with multinational companies and held senior management positions with geographical coverage such as ASEAN, Asia Pacific, South Africa and Asia. Her outstanding achievements had won her several awards of excellence in sales quota, business creativity and business integrity. She has also established a consulting company and a handicrafts company.

A specialist in commercialisation and technology licensing, Nor Akmar has been consulting multinational companies and never come to a halt ever since. Currently, she is a consultant at Universiti Teknologi Malaysia (UTM) and provides advisory services on R&D commercialisation and internal operating procedures. Meanwhile, she is pursuing a part time MBA in International Business with University of East London.

FEES FOR PUBLIC RM 300
FEES FOR SMI RM 100
Discount 5% for group of 2 & above
Discount 10% for government bodies / organizations

Payment to

MIGHT METEOR Advanced Manufacturing Sdn. Bhd.
by cheque/ bank draft/ bank-in to 1242-0002800-05-9
CIMB BANK

2 DAY EXCLUSIVE PROGRAM on INTELLECTUAL PROPERTY AS THE CATALYSTS FOR INNOVATIVE SALES (IPCIS—01)

FIRST EVER 'IP TALK' FOR INNOVATIVE SALES

VERY AFFORDABLE!!!

IP WILL NEVER BE THE SAME ANYMORE

DATE

16 — 17 February 2009

VENUE

AMI Training Centre
Shah Alam



Jointly organized by:



REGISTRATION FORM

A-5-5, 4th Floor, Centrepoint Business Park,
No. 5, Jalan Tanjung Keramat 26/35 Sekesyen 26,
40000 Shah Alam, Selangor, MALAYSIA

Website: www.ami.net.my

Contact person: Selina (selina@ami.net.my),
Athirah (tira@ami.net.my)

Tel: 03 5191 6060 / 03 5191 2080/6081/6082

Fax: 03 5192 7080

1. Name: _____

Designation: _____

Contact: _____

2. Name: _____

Designation: _____

Contact: _____

3. Name: _____

Designation: _____

Contact: _____

4. Company Name: _____

Correspondence _____

Address: _____

Tel: _____

Fax: _____ PIC: _____

Company Stamp:

Course Contents

DAY ONE

1. Introduction to IP and MyIPO

- Basic definition of intellectual property
- Idea generation techniques
- MyIPO, its functions and roles
- Basic appreciation to commercial products utilisation of IP
- The basics of IP protection
- Tools; mind map

2. The basics of IP: Trademark, copyright and trade secret

- What is...
- How long is the protection...
- How to protect... NDA ciplak
- Tools; Exit interview checklist

3. Exercise on recognition and appreciation of IP

4. The Basics of IP: patent, utility patent and industrial design day

- What is...
- How long is the protection...
- How to protect...
- IP audit checklist – noninfringement

5. IP self-audit

DAY TWO

1. Brand marketing: the four Ps; product, price, place and promotion

- What is...
- How each is related to end customer
- How to construct a complete story board for each P relationship to customer
- Targeting market sector
- Brand perception; 4 questions and map

2. Exercise and discussion on branding: brand equity, customer perception a buying behavior

3. Brand marketing: Value proposition and positioning [Quick quiz]

- What is...
- To construct checklist of competitors in the same space
- Tool; Brand and target market matrix and map

4. Exercise and discussion on brand personality: value offering and positioning

5. Market validation: R&D and monitoring

6. Exercise and discussion: Sales Plan Monitor/Audit

MAP TO AMI

