

# ~ Conceptualizing Effective Relationship Marketing Strategies ~

## Overview of Workshop

For more information, please email:  
[consult@mcore-asia.com](mailto:consult@mcore-asia.com)

## Workshop Objectives

- Provide an overview of Relationship Marketing
- Facilitate understanding of new age marketing concepts and applications

## Deliverables

- Participants will be able to identify & prioritize next course of actions
- Participants will learn to use the methodology & tools for a successful RM implementation

## Certification

- Participants who completed two full days of the workshop will be awarded a *Certificate of Attendance* by MetaCore Asia.

## Day 1

**\* First thing first – Do RM, CRM, CEM, WOM, Advocacy, Social Marketing & Social Network Marketing mean the same thing?**

**\* Learning to embrace the 3 Key Drivers that Change Consumer Attitudes & Behaviors**

**\* Antecedents & Determinants for Positive Marketing Outcomes**

**\* A Framework for Successful Organizational Transformation**

**\* Strategic Components for Effective Relationship Marketing**

## Day 2

**\* A 4-Step Methodology to Get You Started**

**\* Group Exercises & Discussions - Performance Gaps & Customer Opportunities**

**\* Strategies for Customer Development – Moving from Transaction to Relation**

**\* Group Exercises & Discussions - Customer Experience Planning**

**\* Summarize Key Learning & Applications**

## Trainer's Profile



**Candice Chee**

### MetaCore Asia

~Specialist in Customer Strategies~ [www.mcore-asia.com](http://www.mcore-asia.com)



Certified CRM Practitioner, *CRM Association, USA.* [www.crmassociation.org](http://www.crmassociation.org)



International Partner G-CEM [www.g-cem.org](http://www.g-cem.org)

Known for her passion and professionalism in Customer-centric marketing, Candice plays instrumental roles in assisting MNCs transform from their product-centered business practices. She consults and trains senior managers in established organizations in Customer-oriented Visioning; Strategy and Roadmap Development; Voice of Customer Research; Segmentation and Needs Differentiation; Customer Experience Management; Advocacy and Social Network Marketing.

As international partner of G-CEM, the #1 CRM portal in China with more than 100,000 members from over 100 countries, Candice contributes her expertise regularly to the CRM Community in China and Asia Pacific. She is also a certified CRM practitioner with the CRM Association in United States of America, and a pioneer member of Peppers and Rogers Group (Asia).