

# Establishing Differentiation Through Brand Equity and Innovation

## Half-day workshop



This is a 2 part workshop on how you can build your company's brand through innovation.

### Objective

*Brand Equity and Innovation are key aspects of building a sustainable brand. To remain competitive in today's overcrowded marketplace, SME Owners need to stay ahead to win. This course aims to equip SME Owners with the knowledge needed to leverage their brand strengths, equity and innovation to stand out.*

### Who should attend?

- SME Owners,
- Entrepreneurs
- Leaders in Family-Owned Businesses

### Overview

#### Part 1: Brand Equity & Differentiation

This session aims to provide companies with an understanding of how to measure and reinforce their Brand Equity (defined as the value that a company's brand adds to its products or services) as well as differentiate their brands using 13 proven strategies.

In a highly competitive and unpredictable environment, having [1] strong Brand Equity and [2] a highly differentiated brand matters. The first steps towards this are to understand how strong your brand is in the marketplace and how to create maximum impact through brand building efforts.

#### Part 2: Innovation

This session aims to equip companies on how to make innovation part of their overall business and brand strategy.

With the ever-changing and dynamic nature of business, it is imperative to constantly stay ahead. By embracing innovation, companies can uncover new opportunities and business ideas to pave a way to success.

### Course objectives

**This course will allow participants to:**

- Gain an understanding of how to differentiate their brands in an overcrowded and competitive marketplace.
- Understand how to measure and use their Brand Equity to build a sustainable brand.
- Understand how to make use of innovation and new growth initiatives to maintain a sustainable brand.

## Workshop Agenda

Time	Duration	Details
8.30am – 9.00am	0.5 hrs	Registration
9.00am – 10.15am	1.25 hrs	<b>Dr Wilson Chew:</b> Understanding how to measure your brand equity and differentiate your brand to stand out in a crowded marketplace
10.15am – 10.30am	0.25 hrs	Break
10.30am – 11.30 am	1 hrs	<b>Mr Benjamin Tee:</b> Understanding how to make Innovation part of your overall brand strategy for sustainable growth
11.30 am – 12.00 pm	0.5 hrs	Q&A session
12.00 pm	-	Close of Workshop

## About the workshop leaders



**Dr Wilson Chew**  
Partner, Entrepreneurial and Business  
PwC Singapore

Dr Wilson Chew is a partner with PwC Singapore. He leads the strategy team within the Entrepreneurial and Private Clients practice.

Dr Chew is a scholar with a Doctorate in Business Administration from the University of South Australia, a Master of Business Administration degree from the University of Strathclyde Graduate Business School (where he is a visiting lecturer) and an Executive Diploma in Directorship from the Singapore Management University (SMU). In 2015, he successfully completed the Corporate Board Leadership program at Harvard Business School.



**Benjamin Tee**  
Director, Entrepreneurial and Business  
PwC Singapore

Benjamin Tee is a Director within the strategy team of PwC's Entrepreneurial and Private Business practice.

He holds a Bachelor of Economics (Hons) from London School of Economics. He is a Chartered Accountant (CA) from the Institute of Chartered Accountants of Scotland and a member of the Chartered Valuers and Appraisers (CVA) of Singapore.

In his role, he draws on his background in advisory and commercial management to help clients develop clear growth and innovation strategies.

### Registration fees (all fees include 7% GST)

PwC Clients & Alumni: S\$500.00  
Public: S\$550.00

### How to register

To register, simply select the course via our Training Calendar ([www.pwc.com/sg/academy](http://www.pwc.com/sg/academy)) and click on the chosen course date to access the digital registration form.

For any further queries, please email [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com)