SGOOD Advanced Series

SGA3: Branding for NonProfit Organisations

Target Audience   : New and current board members of nonprofit organisations

Date   : Tuesday, 18 February 2020

Time   : 9.00 am to 1.00 pm

Venue   : National Volunteer and Philanthropy Centre

Cost   : S$400 (excl. GST); S$428 (incl. GST)*

CPD   : 4 hours

This course has been pre-approved for VWOs-Charities Capability Fund (VCF) funding up to 28 August 2020. All exempt, registered charities and Institutions of a Public Character (IPCs) can apply for the VCF, and are required submit the approval email from NCSS to SID via email to events@sid.org.sg. Registration is on a first-come-first-served basis, with priority to VCF-funded applicants.

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Building a not-for-profit brand in an economy dominated by the customer experience requires particular attention to customer engagement. Experiences are the next luxury. This is true for any brand, including nonprofit organisations (NPOs). The course will look at what drives consumers today, and how brands can tap into the customer's expectation of meaningful experiences. Participants will gain insights into how to connect and communicate with consumers in the new "experience economy", and learn how to optimise their presence through social media.

Course Objectives

1. Understand what is the new "experience economy" and the impact on nonprofits.

2. Learn how not-for-profit brands fit into this new environment of social experiences.

3. Realise how the communication landscape has changed fundamentally.

4. Apply digital outreach strategies to find new volunteers and donors.

Programme

8.30am	Registration
9.00 am	Sharing on: - What are the characteristics and implications of the evolving "experience economy". - How NPOs can build up their brand. - The use of digital media to attract volunteers and donors
10.45am	Break
11.00am	Panel discussion
12.45pm	Wrap up and evaluation
1.00pm	End of programme

SPEAKER

Jorg Dietzel
CEO, Jorg Dietzel Brand Consultants Pte Ltd

Jörg Dietzel has run his own brand consultancy since 2005, and teaches Advertising and Branding at the Singapore Management University. He was Global Head of Creative and Sales media at Audi headquarters until 2018. Mr Dietzel has run communication agencies in Europe, China, Hong Kong and Singapore, and worked with blue chip clients like FedEx, Visa, Budweiser and BMW. His book, *Create Connect Convince*, was ranked amongst the global top 10 branding books by inkbotdesign.com. He is known as the "brand guru" in a regular column which he pens in the *Arena* magazine, and features in the Channel News Asia (CNA) branding series "The Consultant".

Registration

Please register online at www.sid.org.sg by **11 February 2020.**

Course Enquiries

Email	:	events@sid.org.sg
Tel	:	(+65) 6422 1188
Fax	:	(+65) 6422 1199

Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions stated overleaf.

In collaboration with

SGOOD
Singapore Governance for Outstanding Organisation Directors Programme

SID
SINGAPORE
INSTITUTE OF
DIRECTORS

TERMS AND CONDITIONS FOR SID COURSES/EVENTS
SID's courses and events are subject to terms and conditions as set out below.
The Institute reserves the right to change these terms and conditions without notice.

COURSE/EVENT REGISTRATION
A participant is successfully enrolled for the course/event once an invoice is generated.

NO CANCELLATION
There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

NO-SHOW
There will be strictly no refund of fees for no-show.

REQUEST FOR REPLACEMENT OR DEFERMENT
Where a participant cannot attend a course, he/she may request to send a replacement or defer the course subject to the following conditions:

1. Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby an SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.

2. Deferment of a course to the next scheduled date (for same course) is subject to at least 10 working days prior notice in writing. Deferment is only allowed for half-day and full-day courses run by SID. An administration fee for each deferment of S$50 (for half-day course) and S$100 (for full-day course) shall apply.

CANCELLATION OF COURSE/EVENT BY SID
SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable effort to notify participants of changes, should this happen.

If SID cancels a course, a full refund will be made to the registered participants.

CPD HOURS & CERTIFICATE OF ATTENDANCE
Entitlement of CPD hours/Certificate of Attendance is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Evaluation Form at the end of the event.

CAR PARK COUPONS
Complimentary car park coupons, where available, are given on a first-come-first-served basis.

PAYMENT POLICY AND OPTIONS
Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment
    Log in to your account at www.sid.org.sg
    Select invoice to pay at "My Open Invoices".

2. Cheque Payment
    Payable to: Singapore Institute of Directors (*please quote invoice number behind the cheque*)
    Mail to: 168 Robinson Road, #11-03, Capital Tower, Singapore 068912
    Attention to: Finance Department

3. Telegraphic Transfer
    Bank Name: DBS Bank Limited
    Branch: 048
    Bank Code: 7171
    Beneficiary Name: Singapore Institute of Directors
    Account Number: 048-016620-2
    Swift Code: dbsssgsg
    Reference: (*Please quote invoice number*)
    (Note: All bank charges are to be borne by the applicant)

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