



iLEARN PROFESSIONAL SOLUTIONS, INC.

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QUALITY EFFECTIVE INNOVATIVE SEMINARS PROVIDER

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MARKETING COMMUNICATIONS

OVERVIEW

Marketing Communications is a very essential element in strengthening the brand presence in the market. The module is all about creating the key message, being consistent through the right marketing materials, and harnessing total recall among the consumers.

OBJECTIVE

To identify the key message and the best communication channel for each brand to strengthen recall.

COURSE OUTLINE

I. Your Logo

- Creating a powerful logo
- Basic logo use guidelines

II. Setting Your Key Message and Being Reachable

- How to talk to your market
- The brand promise

III. Business Cards

- How to create a business card that never goes out of style

IV. Brochure and Flyers

- Beefing up the content

V. Digital Presence

- The value of social media
- The essentials of a start-up digital platform
- Social media etiquette

VI. Presence is the key

- Marketing Collaterals, Signages and Other Brand Exposures

VII. Quad-Media (TV, Radio, Print, Digital Ads)

- Getting ready for the bigger media platform

VIII. Getting Omnibus

- Ensuring consistency

SEMINAR FEE: Pay in full 5 days before the seminar and avail our early bird rate of **Php 2,700 per head (Regular rate: Php 3,000 per head)** which will comprise meals during the training, handouts and all necessary materials. We are also offering in-house training and seminars depending on the need of the companies.

TERMS ON PAYMENT:

- Pay in full 5 days before the seminar and avail our early bird rate of Php 2,700.00 only.
- Payments on the day of the seminar must be on cash basis only.
- Payments made through Checks can only be made through company checks. Personal checks can be accepted provided that it is an advance payment.
- Walk in participants shall pay the regular rate either through cash or check provided that the check is under a BDO account and payable to iLearn professional Solutions Inc. and that the same was declared good.
- Senior /students and/or person with disability, is given a special privilege of 20% discount provided that payment be made any time before 5 days of the scheduled seminar. On site payment of the students and seniors shall be entitled of 10% discount.
- Upon payment, proof must be forwarded through email or fax to 4842342.
- Proof of payments (original deposit slip) shall be required for presentation on the day of the schedule.

CANCELLATIONS

- Cancellation 5 days before the scheduled seminar: FULL AMOUNT
- Cancellation 3 days before the scheduled seminar: 70% REFUND
- Cancellation at the scheduled seminar: ALL PAYMENTS SHALL BE FORFEITED

For further information, you may visit our website at www.ilearnph.com. You may also directly call us at 09395581888 or 09156406325 or through our office landline number 02-2557593 / 02-4841904 / 3704792. You may also visit our company office at #2563 LemeryStreet, Malate Manila. Or send us an email through admin@ilearnph.com

Allow us to be part of your improvement and success.

Improve, excel and succeed through **i-LEARN PROFESSIONAL SOLUTIONS INC.!!!**