

THE INTERNATIONAL CENTRE FOR BANK MARKETING

in conjunction with

IMCB

THE INTERNATIONAL MANAGEMENT CENTRE FROM BUCKINGHAM

presents an important workshop

MARKETING FINANCIAL AND BANKING SERVICES

2nd — 3rd MARCH 1984

led by

PROFESSOR GORDON WILLS

of the

HOTEL DAYANG, PETALING JAYA.

Organised by:-

PTS

PROFESSIONAL TRAINING SERVICES (M) SDN. BHD.
1A, 1ST. FLOOR SS 2/30,
PETALING JAYA,
SELANGOR. TEL: 753810/744294

MARKETING FINANCIAL AND BANKING SERVICES

For more than a decade Malaysia has shown impressive growth in almost every industrial sector. Banking and the other financial services needed to facilitate this growth have also achieved consistent progress. The next decade offers a uniquely different challenge to marketers operating in this dynamic region. Identification of future direction, and the implementation of plans, will be critical to the success of the business.

These important issues will be addressed during the Workshop.

Malaysia is a significant financial centre and as such continues to develop fast. The future directions for such growth should be identified and implemented in accordance with the very best of marketing practices.

Aims

The principles of marketing as applied to financial services and banking will be explored by the Workshop leader, John Cheese. He is currently a Marketing Advisor to the National Westminster Bank in London and to Westpac Banking Corporation in Australia. In both these great organisations he has worked with senior officers to ensure marketing concepts and skills are understood and implemented swiftly in the face of powerful competition.

Benefits

Delegates will develop a deeper understanding of the issues and gain knowledge and skills which will help them work more effectively in achieving results. They will also benefit from the wide experience of other participants and from the interaction that takes place. The opportunity to analyse problems and ideas outside their own company environment will result in more objective thinking.

Content

The Workshop will focus on two fundamental topics:

- **Banking for commercial and corporate customers.** Themes to be addressed include marketing of foreign exchange and cash management schemes, trade finance, corporate lending and insurances.
- **Banking in the personal sector.** Themes to be covered include response to competition, developments in network design, impact of new technology on customer attitudes and pricing.

The Workshop will not be concerned with basic product knowledge, but how best to set priorities in these areas and then to market the services profitably.

Support materials: All participants will receive copies of two important books in the area - "The Marketing of Financial Services" and "The Marketing of Bank Services".

Who should attend?

This Workshop is designed for all those within the Malaysian Region financial and banking services community who have a responsibility for marketing, advertising, marketing research, business development and selling.

International Centre for Bank Marketing

The Centre is jointly directed by Professor Gordon Wills and Mr John Cheese. Long-term work in marketing development is being undertaken with major trading banks in the UK and Australia. It is planned to extend this work on a world-wide basis.

In addition to its specific in-company activities the Centre offers individuals within the banking industry the opportunity to participate in research programmes, focusing upon current key issues in bank marketing internationally. These programmes provide participants with the opportunity to study for the degree of M Phil awarded by IMCB.

IMCB is a multinational post graduate Business School registered in the UK. It has no connection with, nor is part of, the University of Buckingham.



WORKSHOP LEADER

Professor Gordon Wills

Prof. Wills is Joint Director of the International Centre for Bank Marketing and the Principal and Professor of Customer Policy at IMCB.

He was also the Professor of Customer Policy at Cranfield School of Management. He was Chairman of Doctoral Studies and subsequently Chairman of Continuing Studies at Cranfield between 1972 and 1983.

He was formerly Professor of Marketing at the University of Bradford Management Centre.

In 1965, he gave up a career in marketing research at ICI and the US advertising agents, Foote, Cone and Belding to start marketing studies at Bradford. He has since taught in 14 countries in Europe, America and Australasia and has undertaken research throughout Eastern Europe.

In 1981, he was jointly responsible for the establishment, with Professor Charles Margetison, of the University of Queensland Business School which plays an international role in South - East Asia and works in association with IMCB in that region.

He is a prolific author, with a score of books to his credit. He has been editor of the European Journal of Marketing since 1967.

Prof. Wills is currently Marketing Advisor to the National Westminster Bank in London and to the Bank of the West Pacific in London.

Return to:

JAUHAR BIE A. GHANI,
Professional Training Services (M) Sdn. Bhd.
1A, 1st Floor, Jalan SS2/30,
Petaling Jaya, Selangor.

MARKETING FINANCIAL AND BANKING SERVICES

REGISTRATION FORM

Complete this form or telephone 753810/744294.

Please enrol the individual (s) below.

Name

Position

Name

Position

Company

Address

.....

.....

Telephone Telex

(Please photocopy for additional Delegates)

Registration and information

JAURIAH BTE A. GHANI
Professional Training Services (M) Sdn. Bhd.
1A, 1st Floor, Jalan SS2/30,
Petaling Jaya Selangor.
Tel: 753810/744294.

To enrol:

Complete the Registration form attached and return to the above address or call Jauriah Bte A. Ghani and register by telephone.

Transfers and Substitution

Should it be necessary for you to make any changes after you have registered please inform us at once.

Cancellation Policy

We will make a full and prompt refund for cancellations received in writing by 25th February 1984. We regret that after this date cancellations will not be accepted.

Certificate of attendance

An exclusively designed certificate of Participation endorsed by the speakers will be given to all course participants who has completed the workshop.

Daily timetable

Registration on day one of the course is at 8.30 am. The work programme is from 9.00 am to 4.30 pm, with breaks for coffee and tea at 10.30 am, and 3.00 pm, and luncheon at 12.30 pm.

Registration Fees

The fee is M\$650 per delegate, M\$625 each for two or more delegates from the same organisation.

The fee includes cost of luncheons, refreshments, workbooks and all meeting materials.

Please make cheques payable to Professional Training Services (M) Sdn. Bhd.

Numbers will be limited to ensure delegates gain maximum benefit. We suggest you register as soon as possible. It is suggested that you send a team of two or more to benefit from different management view points and interactions.