

# Online Class

## Brand Strategy 4.0

Materi yang akan dibahas:

1. Why Brand still important in digital era
2. Brand Viral Strategy
3. Defending Brand Loyalty

### Speaker:

R. Andi K. Utomo, MBA

- Former Director Retail & Digital Banking of Bank QNB Indonesia
- Founder & Managing Partner of Marktrend Global Consulting
- Senior Trainer of City Training
- President Director of DEI Indonesia
- Member of 3Musketees Consulting

### Tanggal:

Jumat, 27 Oktober 2023

Waktu: Pk. 09.00-11.30wib

Secara online, menggunakan aplikasi Zoom

### BIAYA:

Harga: Rp 200.000,-/orang

Biaya sudah termasuk soft copy materi dan sertifikat yang diberikan secara online

Pembayaran dapat ditransfer ke

BCA Cabang Sudirman

a/c no. 035-0555 421

a/n Puri Budi Yanti

### INFORMASI & PENDAFTARAN:

City Training

Muara Karang Blok J V Utara No.11A, Jakarta Utara 14450

Contact Person: Puri Yanti

Telp: 021-668 0234

HP: 0818-118914

Email: [puri.yanti@citytraining-indo.com](mailto:puri.yanti@citytraining-indo.com)

Website: [www.citytraining-indo.com](http://www.citytraining-indo.com)

Instagram: [citytraining\\_indo](https://www.instagram.com/citytraining_indo)