



# Select Training And BrandMoxie In Training Partnership

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*A Vital Crash Course on Marketing Fundamentals for Marketing Executives.*

PR9.NET October 17, 2007 - Abu Dhabi, UAE - BrandMoxie, a leading advertising agency, and Select Training and Management Consultancy, a prominent full service training company, have joined hands to launch Marketing Momentum, a four day crash course for marketing executives in the region.

The programme offers busy executives an intensive primer on critical marketing communication fundamentals and a rich orientation on the dramatic new technologies and directions shaping international marketing.

The alliance brings together BrandMoxie's marketing competencies with Select's substantial knowledge in the executive training and coaching fields.

"Marketing executives who have taken the initial course have expressed considerable satisfaction and have told us that the course fills a very immediate and urgent need," said Natalie Brown, CEO of Select Training and Management Consultancy. "We believe this programme is well overdue, and encapsulates many of the critical knowledge areas and skill sets that are necessary for marketing managers to perform in today's sophisticated and highly competitive business environment."

Brown explained that the topics have been carefully developed to address critical needs in marketing, "This course was born out of a real need in the market. We responded to a clear void in high quality marketing programmes for executives, many of whom are newly graduated with appointments in highly accountable positions. Many existing programmes are direct imports with no local relevance; some lack focus in areas that are important to this country, while others tackle topical subjects on a superficial level."

BrandMoxie's CEO Sana Bagersh added: "The course is a vital primer on strategic planning and campaign implementation. It offers insight on marketing strategy, planning and implementation, and provides hands on techniques to achieve powerful and strategy-driven marketing. Marketing managers today need to be able to use a versatile and sometimes complex range of tools to ensure marketing activity is ROI driven and also reinforces long term brand building and business sustainability.

"Marketing Momentum goes into positioning and segmentation, brand development and reengineering, experiential marketing and the new wave of customer driven trends in areas such as corporate blogs and mobile marketing. It also addresses the challenges and opportunities of international marketing and the new trends driven by the fragmentation of media vehicles and the multiplicity of customer touch-points"

Bagersh added: "It is becoming increasingly clear for companies and individuals that learning doesn't end with university, but begins with the job. No one can afford to ignore the need for continuing education, especially in industries such as marketing where established conventions are undergoing constant change."

Marketing Momentum is organized through Select, and is held several times throughout the year in both Abu Dhabi and Dubai. Corporate courses are also arranged upon request.

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## About BrandMoxie

BrandMoxie is a leading advertising agency in Abu Dhabi, UAE. It is a full service agency that specialises in branding, strategy and marketing consulting.

**Phone:** 009712-4451306  
**FAX:** 009712-4451308  
**Website:** <http://www.brandmoxie>  
**E-Mail:** [info@brandmoxie.com](mailto:info@brandmoxie.com)  
**Address:** Abu Dhabi  
UAE