



**Tiger Accelerator**

powered by TGN

Nelson Farfan Espada

April 16th, 2019

16:00 - 18:00

National Taipei University of Technology

Everlight Building 4th floor

**TGN**



Nelson Farfan

## How to position your product or service like fortune 100 companies?

講師 Speaker: Nelson Farfan Espada

台荷成長講座來到了第三場! 台荷加速器的宗旨之一便是將資源廣發，期望能造福更多的創業家夥伴，讓大家不用掏荷包也可以收穫滿滿!

在過去的幾十年裡，國際品牌戰略家 Nelson 一直在開發致勝策略，並在財富 100 強公司、領先的亞洲公司，SEM 和新創企業中創建和打造世界領先品牌。現在，他正在世界各地分享他的經驗。

Over the last decades Nelson has been developing winning strategies, creating and building world leading brands in fortune 100 companies, leading Asian corporations, SEMs and start-ups. Now he is sharing his experience in many countries across the world.

### 大綱

- 策略傳播發展的基礎
- 如何分析及找到與對手競爭的獨特方式
- 產品、服務及品牌形象化的要點
- 如何用日常生活中的智慧型及實用型工具征服消費者和客戶的心

### Outline

- Fundamentals of strategic communication development
- How to analyze and find unique claims compared to competition
- Must do essentials for visualizing your product, service or brand
- How to conquer the hearts of consumers and customers with smart and practical tools that you can use daily

Register: [www.tigeraccelerator.com/2019-04-16](http://www.tigeraccelerator.com/2019-04-16)

**立即報名** →



日期：2019/04/16(二) 16:00-18:00 | 地點：國立臺北科技大學億光大樓 4F (臺北市忠孝東路三段 197 號旁)

指導單位:



主辦單位:



協辦單位:



廣告

