MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

SUCCESSFUL PRODUCT LAUNCHING & BRAND POSITIONING

"Creating Winning Launch Strategies and Differentiated Brand Positioning to Capture Market Share"

Schedule

Date	Venue	Fees (Face-to-Face)
25 – 27 Feb 2026	Kuala Lumpur, Malaysia	USD 2495 per delegate
03 – 05 Mar 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Launching a new product or entering a new market requires more than just a good idea—it demands clear positioning, structured planning, and coordinated execution. A successful launch not only attracts attention but builds long-term brand equity and market presence.

This 3-day hands-on training is designed to equip marketing and product professionals with proven frameworks and practical tools for launching products and positioning brands effectively. Participants will explore the full launch lifecycle, from idea validation and market entry strategy to brand messaging and go-to-market execution, ensuring every element is aligned for maximum impact.

Objectives

By the end of this course, participants will be able to:

- Design and execute a structured product launch plan
- Define and communicate a clear brand positioning strategy
- Align product features with customer needs and market gaps
- Integrate launch elements across marketing, sales, and operations
- Track and evaluate product performance post-launch

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

- Learn a step-by-step process for planning and executing product launches
- Gain tools to craft compelling brand positioning and messaging
- Understand how to coordinate cross-functional teams and timelines
- Discover how to minimize launch risks and accelerate market adoption
- Improve return on investment for product innovation initiatives

Target Audience

This program is designed for:

- Marketing, product, and brand managers
- Innovation and R&D professionals
- Commercial and business development teams
- Start-up founders and entrepreneurs
- Anyone involved in launching products or shaping brand identity

Individual Benefits

Key competencies that will be developed include:

- Practical skills in launch planning and execution
- Brand differentiation and value proposition development
- Go-to-market strategy design and messaging alignment
- Confidence in managing pre- and post-launch workflows
- Performance measurement and market feedback interpretation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher success rate in new product introductions
- Stronger market entry and customer engagement strategies
- Clearer internal alignment around brand positioning and goals
- Faster time-to-market and smoother cross-functional execution
- Enhanced brand visibility and competitive positioning

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Brand frameworks, launch processes, and GTM models
- Case Studies – Launch successes and failures across industries
- Workshops – Brand messaging, launch calendars, and rollout simulations
- Peer Exchange – Best practices in innovation and market entry
- Tools – Launch checklists, brand positioning canvases, and performance dashboards

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format**: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Product Launch Planning Essentials

- Module 1: The Launch Lifecycle (07:30 – 09:30) • Phases of a product launch • Common launch pitfalls and risk management • Internal and external stakeholder alignment
- Module 2: Market Research and Opportunity Mapping (09:45 – 11:15) • Customer segmentation and need discovery • Competitive analysis and white space identification • Go/no-go decision criteria
- Module 3: Product Positioning and Messaging (11:30 – 01:00) • Building a differentiated value proposition • Brand personality and narrative • Messaging hierarchy and tone
- Module 4: Workshop – Positioning Strategy Design (02:00 – 03:30) • Teams develop a positioning canvas for a new product

Day 2: Go-to-Market Strategy and Execution

- Module 1: Channel Strategy and Marketing Mix (07:30 – 09:30) • Launch channels: digital, retail, direct, partner • Budget allocation across channels • Integrated marketing campaign design
- Module 2: Sales Enablement and Internal Alignment (09:45 – 11:15) • Training materials, toolkits, and messaging guides • Internal launch events and communications • Aligning sales and marketing calendars
- Module 3: Launch Timeline and Resource Planning (11:30 – 01:00) • Creating a detailed launch roadmap • Coordinating agency, vendor, and internal team activities • Managing logistics and pre-launch readiness
- Module 4: Workshop – Go-to-Market Rollout Plan (02:00 – 03:30) • Participants build a launch timeline and budget

Day 3: Brand Building and Post-Launch Optimization

- Module 1: Brand Experience and Touchpoint Consistency (07:30 – 09:30) • Visual identity and brand assets • Delivering consistent customer experience across platforms • Managing feedback loops
- Module 2: Launch Monitoring and KPIs (09:45 – 11:15) • Setting success metrics and data sources • Dashboards and performance tracking tools • Early signal analysis and quick pivots
- Module 3: Continuous Improvement and Brand Evolution (11:30 – 01:00) • Leveraging launch learnings for future innovation • Iterative positioning and message testing • Sustaining momentum beyond the first 90 days
- Module 4: Final Workshop – Product Launch Simulation (02:00 – 03:30) • Teams present their full launch strategy with KPIs and budget

Certification

Participants will receive a Certificate of Completion in Successful Product Launching & Brand Positioning, validating their ability to design and execute effective launch campaigns while positioning products and brands for lasting market success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.