

RADIO Bangkok.net

"THE BRANDING DIFFERENCE"

IMMEDIATE

January 30, 2007

Ref: RBKK Week 6

Building Business, Building Brands, Building Leaders

Book Now!

15th Feb

RadioBangkok.net Co-Sponsors with MobyElite for Branding TALKS "We Build, We Create, and We Support"

Bangkok, Thailand – **RadioBangkok.net**, the largest English language internet radio station, has recently teamed up with MobyElite and The Nation as media partners for this exclusive event, "**The Branding Difference**". The first time event will take place on March 6, 2007 at the Plaza Athenee Hotel, Bangkok.

Organized by MobyElite, "**The Branding Difference**" will feature world class international speakers. The event's aim will be to help participants achieve business success, by talking about how to gain competitive advantage, increase sales, create differentiation and build leadership in the market place through the use of "Branding" strategies. Whether in Management, Sales, Customer Service, Marketing or even a dynamic Entrepreneur, this is the conference that will give that extra edge in business.

All speakers are experts in their field and will provide the participants with the tools to understanding: Raising Your Visibility, Raising Your Value; Building Your Business Through Brand Experiences; Using Humour to Build a Memorable Marketable Brand; Who Are 'YOU™'? Crafting Your Personal Brand at Work; Small talk to Big Business. Making Connections to Increase Visibility; and Building Communities, Building Relationships, Building Profits. "It is very exciting to have International speakers of such high quality coming into Thailand and sharing their vast experience with the local market. It is a real honour for MobyElite to be able to host this event and help facilitate what will be the start of many top conferences," said Callum Laing, the Founder and CEO of MobyElite as well as the event's guest speakers.

RadioBangkok.net takes an active interest in what is happening around the country and in the local community, whether business or every life. We value our business networks and connections. RadioBangkok.net, partnered with their co-sponsors MobyElite and The Nation, is giving their full support to this event by broadcasting highlights of "The Branding Difference" around the world, plus airing exclusive interview with the speakers and participants.

About The Speakers



Debra Fine – Best selling author "The Fine Art of Small Talk". www.DebraFine.com – Seminar Topic on Small Talk to Big Business, Making connections to Increase Visibility



Scott Friedman – Top rated author "Using Humor for a Change" and "Punchlines, Pitfalls and Powerful Programs". www.FunnyScott.com – Seminar Topic on Using Humour to Build a Memorable, Marketable Brand

RadioBangkok.net considers this event a valuable opportunity for all businesses. Come and learn how to gain a greater advantage in your market.

"It is a great pleasure to be working again with RadioBangkok.net on recording all the audio for this event. Having a company with such expertise and broad reach allows us to provide a great service to many people who won't be able to make it for the actual event," added Callum Laing.

Registration for this event is now open and available by downloading the order form from RadioBangkok.net, go to www.RadioBangkok.net/event/branding or e-mail to **Conference@RadioBangkok.net**. The Early Bird offer is valid until 15th February, 2007. HURRY! The special offer won't last long.... **Book NOW!**

If you are unable to attend this event, log on to press.RadioBangkok.net/branding/regis for an on demand podcast.

"The Branding Difference" is brought to you by RadioBangkok.net in cooperation with MobyElite. Don't miss it! **"WE'LL SEE YOU THERE!"** – From RadioBangkok.net team.

About MobyElite

MobyElite builds communities on demand for its clients allowing them to create relationships and build profits. MobyElite develops and trains Customer Relations Management programs to assist its clients to identify who their clients are and plan a process of professional communication in order to add value and build the relationship. For more information, visit www.mobyelite.com.

About RadioBangkok.net

RadioBangkok.net is an all English radio station broadcasting music, news and talk from Thailand. Its music mix spans several eras, bringing listeners a wide mix of popular hits. RadioBangkok.net produces local Thailand news updates 24/7 at 30 minutes past each hour, giving listeners the pulse of Thailand. This unique radio presents the only English language radio station in, on and about Thailand from Thailand. For more information, visit www.RadioBangkok.net.

For more information, please contact

Wantipa Patumanon (Fang)
Director of Public Relations
RadioBangkok.net
Tel: +66 (0) 2259 7188 ext. 1016
Fax: +66 (0) 2259 7187
Mobile: +66 (08) 9134 9029
E-mail: pr@radiobangkok.net [Map](#)



Jerome Joseph – Acclaimed author "The Brand Theatre: Staging Your Customer Experience". www.thebrandtheatre.net, www.Brandone.us – Seminar Topic on Building Your Business Through Brand Experiences



Brenda Bence – Global Marketing Consultant and Executive Coach. www.bda-intl.com – Seminar Topic – Who Are 'YOU™?' Crafting Your Personal Brand at Work



David Avrin - Becoming Top-of-Mind with Your Top Prospects. www.Avrin.com - Seminar Topic – Raise Your Visibility, Raise Your Value



Callum Laing - Business Community Consultant & Entrepreneur. www.mobyelite.com, www.mobilevisionasia.com - Seminar Topic - Building communities, building relationships, building profits

Photo Press Release



Scott Friedman



Callum Laing



Brenda Bence



Jerome Joseph



David Avrin



Debra Fine

