

## The Consumer Psychology of "Internal Branding" and the "Customer Experience": Opportunities for Organisational Psychologists

<b>Date:</b>	<b>Wednesday, 17<sup>th</sup> September, 2003</b>
<b>Time:</b>	<b>5:45pm</b> for 6pm start. 7:30 pm finish.
<b>Venue:</b>	The Auditorium at Angel Place, 123 Pitt Street, Sydney. <i>(Not the Angel Place Recital Hall. Enter 123 Pitt Street on the ground floor, walk to the back right of the building and up the stairs.)</i>
<b>Price:</b>	\$10 for College members, \$5 for students, \$15 for non-members
<b>Program format:</b>	Keynote presentation
<b>Come along to hear about ...</b>	This session will explore how new developments in the marketing profession can open up possibilities for organisational psychologists with interests and skills in consumer psychology. The emergence of specialist branding consultancies as distinct from advertising agencies has been a new phenomenon, spawning new terms such as brand alignment, internal branding and the customer experience. A key component of all these however is the alignment of an organisation's internal processes, culture and values with the external brand message developed through the communications strategy. The bottom line is that Marketing and specifically Branding is now interested in the human resource function in order to close the gap between the "brand promise" and the delivery from customer "facing" staff. Human Resource, or Human Capital, development activities may well be commissioned through Marketing or in conjunction with Marketing. Organisational Psychologists who are used to consulting through the HR function will need to understand a Marketing perspective in this new integrated environment. Opportunities will be highlighted.
<b>Presenter:</b> <b>Michael Edwardson</b>  <b>Psychologica®</b>	Michael Edwardson is a registered psychologist and COP member. He is Managing Director of Psychologica® a Corporate and Consumer Psychology consultancy based in Sydney. Clients include Optus, Murdoch Magazines, ANZ, Caltex, Goldwell Cosmetics, Sheraton Hotels and Clemenger Advertising amongst others. Michael is also a full-time lecturer in the School of Marketing at the University of NSW where he is Course Director of the post-graduate program in Media Sales, as well as teaching Services Marketing, Consumer Psychology and Human Resources in Services. He is a qualified practicing market researcher (QPMR), the professional qualification of the Market Research Society of Australia, member of the Society for Consumer Psychology of the APA, the Australian and New Zealand Marketing Academy, and the Society of Consumer Affairs Professionals. He has published and presented over 50 articles and conference papers in Australia and overseas. His recent research released in July & August was for the Society of Consumer Affairs, examining Consumer Emotions and the Customer Experience through a survey of 4000 Australians.

For further information contact Kylie Harrison, on 8267 4924 or [kharrison@nsw.davtra.com.au](mailto:kharrison@nsw.davtra.com.au). The Workshop attracts 2 professional development points (approval pending). No RSVP required.

<http://www.psychsociety.com.au/units/colleges/organisational/default.asp>