

# Build Corporate Internal Branding and Offer Unique Values: From Employee Experience (EX) to Customer Experience (CX)

In person interactive Workshop with Patented Tools |  
Employee Engagement Case Sharing

## INTRODUCTION

This interactive workshop presents the concept of CEX—a mindset that emphasises the simultaneous growth and development of both Customer Experience (CX) and Employee Experience (EX). By adopting this holistic approach, organisations can create a seamless experience that begins with internal branding and extends outward to customers, ensuring a consistent and impactful brand experience at every level.


## KEY HIGHLIGHTS

- Learn Employee Experience (EX) and Customer Experience (CX) effectively to enhance practical application branding with Patented Tools - Experience Archetypes® and other innovative tools
- Interactive, action-filled and fun activities to reinforce learning
- CEX real cases and examples of organisations


## TRAINER

### MAX LEE


- 20 years in regional roles at agencies like Kantar, Ipsos, SGS and Omnicom, helping global brands enhance customer experience in Hong Kong and China
- Created and patented tools like Experience Archetypes® and Idea Hunter, earning a Gold Award from the Asia International Innovative Invention Award

 **30 October 2024 (Wednesday)**  
9:30am - 12:30pm  
CPD Hours: 3

 **Member: HK\$ 500**  
(HK\$300 when bring in a Non-Member)  
**Non-member: HK\$750**

 HKIHRM  
Units 1810-15, 18/F, Millennium City 2,  
378 Kwun Tong Road, Kwun Tong, Kowloon  
(3-minute walk from Ngau Tau Kok MTR station exit A)

 **Cantonese supplement with English**

 For HR Professionals who want to understand how to integrate ESG into their HR practices (From Officers to Decision makers)

**ENROL NOW**

