

I-News Bakrieland
Tuesday, 29 March 2016



Reinco Strategic : “Integrated Corporate & Marketing Communications”

On Wednesday, March 23, 2016, PT Bakrieland Development Tbk (Bakrieland) shared experiences with other developers through a seminar held by REINCO Strategic. Representing Bakrieland is Mr. Yudy Rizard Hakim as Chief of Corporate Affairs who shares his knowledge on "Integrated Corporate & Marketing Communications."

On this occasion, Mr. Yudy shared about the function and how to build Corporate Identity, one of the corporate tools to help the salesman reach the customer. He also shared tips on the visual and non-visual aspects that must be owned by the company and its application. In addition, Mr. Yudy also explained the implementation of managerial marketing and corporate communications.

On several occasions, seminar participants from Badan Usaha Milik Negara (BUMN) asked enthusiastically about tips for applying Corporate Identity to companies owned by the State.

