



Herman – Strategy Consultants

Dr. Dan Herman's In-house Seminars and Workshops

Updated: June 2004

Part 1: Training Workshops

These are three-Day, executive level training workshops.

8 Hours per day (4 sessions of 90 min. and breaks).

The workshops consist of lectures, case studies and guided work.

Practical focus: useful approaches and tools, know-how.

Up to 35 participants.

Simultaneous work in teams of ~5 persons.

The cost of each workshop: €12,000.

We offer a selection of four topics:

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e-Mail: consult@danherman.com
Web: www.danherman.com



Herman – Strategy Consultants

Strategic differentiation for competitive advantage - Creating your 'Unique Success Formula'

Shaping a winning combined business & brand concept for your company

Creating and launching Marketing 'Blockbusters' - Products, Services, Events and Places (Entertainment, Tourism, Retail) that become immediate successes

How to Attract the Rich Customers? Marketing, Branding and selling to the affluent

Prestige brands, Premium Products, VIP Services, Luxury Retail, Elite Places, Exclusive Organizations, ...

Hypnotic Branding – Using the principles of suggestion, hypnosis and seduction to create irresistible brands

The workshops are tailored to the reality and needs of the company.

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Part 2: Result focused, Intensive Consulting Workshops

These are three-day, top-management level workshops.

Dr. Herman works with executives in structured and proven processes towards the completion of a specified task.

The following 'packages' include, in addition to the workshops itself, preparatory work by Dr. Herman and his highly trained team before the workshop, as well as a written action plan following it.

8 Hours per day (4 sessions of 90 min. and breaks).

10 – 15 Participants from the company + our team + (optional) the advertising agency etc'.

The cost of each entire package (preparatory work, the workshops and creating the action plan): €21,000.

We offer a selection of four topics:

Developing strategic differentiation for achieving competitive advantage – creating a Unique Success Formula for the company.

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Finding the company's next opportunity for success with a new segment / product / service / distribution ect'.

Solving marketing / competitive problems and creating a competitive advantage.

Developing a concept, a strategy and an action plan for launching a new brand or devising ways to bring a new life/future and renewed success to an existing brand.

About Dr. Dan Herman

Dan Herman, PhD (from UCLA – University of California in Los Angeles), is the owner and CEO of **Herman – Strategy Consultants** serving worldwide clients ranging from local mid-sized companies to "Fortune Global 500" corporations. Together with his highly trained team, he creates ***Unique Success Formulas*** for organizations and for brands.

Among the many organizations and brands, he has worked with are **Coca-Cola, IBM, Unilever, Motorola, Holiday Inn, Apple computers, Suzuki, Chrysler, Warner Brothers, H. Stern**. The list also includes **FC Spartak Moscow** and many of Israel's leading companies in the fields of banking and financial services,

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telecommunications, health services, food and beverages, toiletries and cosmetics, public transportation, hotels, retail chains, the national lottery and several non-profit organizations, government agencies and political parties.

In conjunction with his consulting practice, Dr. Herman is a seminar leader, workshop moderator and conference speaker.

Dr. Dan Herman is the author of the best selling 'The Brand Builder's Guide' (Tel-Aviv: Cherikover Publishers, 2001), of the e-booklets 'Think Short! Short-Term Brands Revolutionize Branding' (November 2002), 'The Making or Faking of Emotionally Significant Brands' (June 2003) and of numerous journal articles. He co-authored 'Marketing Plus' edited by Yaron London and Amnon Levav, (Tel-Aviv: Achad Publications, 1995).

His books (in English) "Just-on-Desire Branding" and "Short-Term Brands Success" will be published during 2004.

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