

2nd Brand Summit 2017

Building Strong Brands through Strategic Brand Management

Saturday, June 3, 2017 • 9.30 a.m. to 1.30 p.m. (Followed by lunch)

Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

A Brand is everything connected to the essence of a company. The directors, people, products, logo, the company itself, the physical presence, visual presence, voice, reputation, associations, customer perception, and the sum total of all of its communications. Brand is the elixir of life.

This Summit is aimed at in-depth discussion on brand building, customer-based brand equity, and designing marketing programs to build brand, integrated communications and managing brands over time. Summit would be conducted in an experience sharing participative mode, encouraging interaction between the speakers and the participants. Methodology will include presentations, case studies and panel discussions.

1. Managing Brands Over Time/ Sustaining Iconic Brand Over Time;
2. Designing Marketing Programs to Build Brand Equity;
3. Customer-Based Brand Equity;
4. Concluding Session.

WHO SHOULD ATTEND?

Brand Summit is for Entrepreneurs, Consultants, CEO, CFO, Managers, Supervisors from all departments / functions. Aspiring Executives and Students are welcome. There are limited seats to participants so ensure enrollment before time.

SPEAKERS



Prof. Alan D'souza
 Marketing Consultant



Dr. Paresh Kariya
 Director, Otis Ltd.



Mr. Sanjay Chakraborty
 Marketing Communication
 Advisor, EssKsee Consultancy

FEE: Nominal Registration fee Rs.500/- per participant.

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Registration Form: Please fill-in and return this form along with participation fee to :
Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015. Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917
 E-mail: ama@amaindia.org • Website: www.amaindia.org
 Android Mobile App: AMA-Ahmedabad amaIndia.org".

Name(s)	Designation
1.	
2.	
Organisation:	
Address:	
	Pin Code:
Phone:	Mobile:
E-mail: <input type="text"/>	