BUILDING IMPACTFUL BRANDS - IDEAS FOR ACTION

August 20 - 22, 2019
BUILDING IMPACTFUL BRANDS - IDEAS FOR ACTION

Brands remain valuable assets of a firm as leading brands across the world are evaluated in billions of dollars. In trend with developed economies, emerging market brands like Tata, Reliance, Airtel, China Mobile, Huawei, Lenovo among others, have crossed the billion dollar mark.

Using iconic examples of popular global brands, "Building Impactful Brands" focuses on issues that can help managers increase the equity of their brands. This intensive 4-day programme aims to prepare participants to be able to identify opportunities for sustainable growth so that, over time, local brands are also serious contenders for ten figure evaluations.

LEARNING OBJECTIVES
Frameworks related to major operational and strategic branding issues will be discussed and out-of-box ideas will be debated. Specifically, debates will focus on issues such as:

- How to select an advertising campaign for a brand?
- Which media vehicles suit a brand’s message?
- How to name a brand extension?
- Is fighter brand a solution to cheaper brands in the market?
- Can we develop social meanings around our brand?
- What about brand fans & communities? How to handle and leverage them?

WHO SHOULD ATTEND
The programme is designed for middle management executives who look after branding, communication and/or marketing functions of an organisation.

PROGRAMME BENEFITS
At the end of the programme you will

- Develop a clearer understanding of brand-advertising-media linkage
- Better understand the role of brand/line extensions for sustainable growth
- Appreciate the value of cultural branding
- Learn about brand community dynamics

“The programme was fabulously designed. A wonderful exposure to how and what branding is. The programme itself is a branded description of branding.”
Ch. Noman Aslam
US Apparel & Textiles

“Insightful, engaging, interactive and truly IMPACTFUL.”
Madiha Nayar
SC Johnson Pakistan
PROGRAMME DIRECTOR

ADNAN ZAHID
Assistant Professor, Marketing
PhD, CASS Business School, City University
MSc, Management Research Methods, Oxford University

Research Interests:
Brand Management; Status Consumption; Acculturation; Gender;
Religion and Consumer Culture; Leadership

PROGRAMME FACULTY

EHSAN-UL-HAQUE
Professor, Marketing
PhD, University of Texas at Arlington
MBA, University of Pennsylvania

Research Interests:
Advertising & Promotion Management; Consumer Behaviour;
Marketing Research
TERMS AND CONDITIONS

ADMISSION PROCESS
Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at https://redc.lums.edu.pk/programme-calendar.

*Seat in the programme will be reserved on a first-come, first-serve basis.

PROGRAMME FEE
The fee includes tuition cost, reading material, tea and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the programme. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

ACCOMODATION
We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. Please note we do not provide accommodation for drivers accompanying participants.

PAYMENT
Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker’s draft payable to Lahore University of Management Sciences. Please send the cheque to:

Marketing Manager
Raising Executive Development Centre
Lahore University of Management Sciences
Sector “U”, DHA, Lahore Cantt. Lahore - 54792
Tel: +92-42-35608119-8243

* LUMS is a non-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.

DISCOUNT POLICY
If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

SUBSTITUTES/TRANSFERS AND REFUNDS
If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.