



BUILDING BRAND POWER

July 31 - August 2, 2019

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In today's dynamic environment it is essential to create and build a brand identity that differentiates your brand from others to create a strong emotional and social connection with the customers. Also with time, rejuvenate it through innovative mechanisms and a fully integrated brand driven strategy to enhance its value proposition, while simultaneously preserving the core essence of the brand.

The 3-day programme on ***"Building Brand Power"*** highlights the importance of branding, focuses on brand conceptualisation to create competitive brand initiatives and increase the equity of the brand by identifying opportunities for sustainable growth. It offers insights from global brands as well as local successful brands, and focuses on specific challenges in the local landscape, while exploring strategies to cope with these challenges.

BENEFITS

- Understand how to align organisational strategies around the brand to become a brand-centric organisation
- Learn to identify branding opportunities and how to strengthen your brand portfolio to deliver value
- Effectively capitalize on a strong brand promise to drive long term business growth
- Discover how to craft distinctive positioning of your brand to create real customer value
- Explore the mechanism to articulate a brand driven strategy that sets you apart from the competition
- Develop skills to manage your brand in the digital world
- Equip yourself to address online branding challenges
- Learn to strengthen bondage with the customers by developing a brands social role

Programme Date:	July 31 - August 2, 2019
Programme Fee:	PKR 90,000
Residential Fee:	PKR 38,000
Venue:	LUMS, Lahore

- Develop collaboration models to jointly innovate with customers through social media networks
- Learn to craft content and build brand narrative that compels the customer to step into your brand world

WHO SHOULD ATTEND

Managers responsible for branding, communication or marketing functions of an organisation who are interested in refining their skills. Management professionals, from any functional area, who want to develop their capabilities in brand management

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

CO-PROGRAMME DIRECTOR

MOEEN NASEER BUTT

Assistant Professor, Marketing

PhD, Marketing, Ivey Business School, Western University

Research Interests:

Assessing the impact of Growth, Governance and Geography of

franchise systems on their performance, Franchising, Market

Development & Marketing-Finance

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 program. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/program-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 program. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the program. 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.

ACCOMMODATION

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 program. 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
Rausing Executive Development Centre
Lahore University of Management Sciences
Sector "U", DHA, 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 program. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a program, please notify in writing or on call at least 5 working days before the program. 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 enrollment programme within 3 years. Transfers should be notified at least 5 working days before the program. In case the participant or sponsoring organisation fails to utilize 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.
