



LUMS

Rausing Executive  
Development Centre

# BUILDING BRAND POWER

November 11 - 14, 2025

Suleman Dawood  
School of Business





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 connection with 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 brand essence.

The 4-day programme on "Building Brand Power" highlights the importance of branding and focuses on brand conceptualization to create competitive brand initiatives and increase brand equity by identifying opportunities for sustainable growth. It offers insights from global as well as successful local brands and discusses specific challenges while exploring strategies to cope with them.



## BENEFITS

The 4-day immersive programme will enable participants to:

- Understand how to align organisational strategies around the brand to become a brand-centric organisation
- Identify branding opportunities and how to strengthen your brand portfolio to deliver value
- Effectively capitalise on a strong brand promise to drive long-term business growth
- Discover how to craft a 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
- Strengthen the bond with the customers by developing a brand's social role
- Develop collaboration models to jointly innovate with customers through social media networks
- Craft content and build the 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 DIRECTORS



## ADNAN ZAHID

*Assistant Professor*

*PhD, CASS Business School, City University*

Research Interests:

Brand Management; Status Consumption;  
Acculturation; Leadership; Consumer  
Behaviour; Marketing Research; Gender;  
Religion and Consumer Culture



## MOEEN NASEER BUTT

*Assistant Professor*

*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

# ADDITIONAL FACULTY



## MUHAMMAD ADEEL ZAFFAR

*Associate Professor*

*PhD, University of North Carolina-Charlotte*

Research Interests:

Development of Decision Support Systems;  
Technology and Innovation Diffusion; Social  
Networks and their Impact on IS Strategy and  
IS Diffusion; Agent-based Computational  
Economics; IS Pedagogical Issues and  
Network Location Models in the Context of  
Disaster Response and Recovery Systems

## APPLICATION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile 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>

## PROGRAMME & RESIDENTIAL FEE

The programme fee of PKR 220,000 includes tuition cost, reading materials, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 100,000. It includes accommodation, breakfast, and dinner for the duration of the programme. However, any extra charges such as telephones, laundry, 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.

## 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.

## PAYMENT

Payment is due upon receipt of the acceptance email/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. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque, or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
  - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140. However, the programme fee can also be paid via bank transfer.

If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Rausing Executive Development Centre  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan

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

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the 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 alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.



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