



Pakistan Society for
Training & Development

Brand and Product Management



Brand management has come a long way since Neil McElroy of P&G's classic memo of 1931. Marketing and indeed the general landscape of the world and the way it buys and consumes is changing rapidly. With digital transformations and innovations all around us, it is becoming increasingly complex to navigate and keep pace with the changes.

With technology at the forefront of these changes, marketers of today need to be grounded in the basics of brand building and savvy enough to take advantage of the rapidly changing landscape.

Objectives

- To understand the basics of brand and product management
- To understand how digital transformations have affected our lives and how brands need to respond to grow and make profits
- To inspire innovation and out of the box thinking through several local and international; examples and case studies

Areas Covered

- What is a brand? How is it different from a product?
- Fundamentals of brand and product management in today's age
- How have digital transformations affected consumer decision making?
- Brand building principles for the digital age
- Innovations across categories and businesses – how to stay relevant in the future
- Integrated marketing communication in the digital age
- Global learnings and local applications on how to get it right in the digital evolution

Who should attend

This programme is appropriate for senior and middle level executives of companies who are custodians of brands, operating in a variety of industries, who have major responsibilities in managing customer groups/ markets, products, product groups, brand portfolios and brands.



Trainer's profile:

Qashif Effendi

Qashif Effendi has over 23 years international experience of working at CEO, Director and General Management positions in top multinationals in the MENA and South Asia regions. He has worked with Chevron, Philips, Unilever, Tetley, 180 degrees (brand turnaround consultancy), Abu Dhabi National Industrial Projects Co., UAE (manufacturers of Jumbo Tissue Rolls, Medical Devices and Carpets) and currently as CEO at Reem Group, a JV of Al Ghurair UAE and Al Mohaidib KSA.

Brands like Philips Whirlpool, Dalda Cooking Oil, Brooke Bond Supreme and Tetley achieved tremendous growth during his stewardship. He has also consulted for various companies such as Simply Sufi, Shan Foods, HELM Medical (Hamburg), KESC, Adamjee Insurance, Dollar Stationers, Liberty Books, Hilton Pharmaceutical, Pharmevo and Szabist.

He is an alumni of IBA with a great passion for learning. He has been a visiting faculty at IBA, Szabist, CBM and Greenwich for over 13 years teaching Brand Management, Export Marketing, Advertising, Consumer Behavior and Strategic Marketing. He contributes regularly to national and international marketing journals and has spoken at several local and international conferences and seminars as an expert in Branding. He conducts training sessions and workshops for local and multinational organizations helping them achieve their desired objectives.



KARACHI

22nd - 23rd February 2018 | 9:00am - 5:00pm | PSTD, Karachi

Workshop Investment: PKR 28,500 + GST (Fee per participant)

FOR REGISTRATION DETAILS PLEASE CONTACT

Plot # TC-3, 34th Street, Off Khayaban-e-Sehar,
Phase V Extension DHA, Karachi.
Mobile: 0320 2201072
Landline: +92-21 35854462, 35855985
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Email: register@pstd.com.pk

Bring this Program In-House

This workshop can be customized to suit specific needs of your organization which may lead to significant savings and avoid difficulties. Please contact

Hasan Abbas

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Payment Terms - Please deposit the course fee in advance. Kindly prepare the cheque in favor of "Pakistan Society for Training and Development (PSTD)" and address it to Plot # TC-3, 34th Street, Off Kh-e-Sehar, Phase 5 Ext. DHA Karachi along with the copy of this registration form. Please note that PSTD Cancellation Policy is activated as soon as an invoice is received by the client.

PSTD Cancellation Policy - Cancellations made at least 5 working days prior to the program will be refunded 50%. If a booking is cancelled in less than 5 working days, no refunds can be given. Cancellations must be confirmed by a letter or email. Substitutions may be made at any time for the same program only. In case of the participant not showing up on the day of the training a replacement can be sent.