

"The Brand Influence" seminar

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News

Horizon Incorporated organizes 'The Brand Influence' seminar

Horizon Incorporated, a human resource consultancy recently organized 'The Brand Influence' seminar which

focused on current branding and marketing strategies and needs.

The seminar was sponsored by leading organizations, namely National Foods Limited, Hilton Pharma (Pvt.)

Ltd., DAWN Group of Newspapers and SmithKline Beecham.

The one-day seminar, with a corporate audience of 200 participants was conducted by Dr. Nirmalya Kumar – a Ph.D.

in Marketing and Retailing at the International Institute for Management Development (IMD) Switzerland. Dr. Kumar is renowned for his work as a consultant, seminar leader and speaker on marketing strategy, branding, Internet distribution and retailing with more than 35 Fortune 500 companies. He has also written several influential articles for leading journals, which include Harvard Business Review, European Management Journal and Financial Times.

Dr. Kumar focused on today's branding trends, result oriented strategies, needs and the role played by efficient customer relationship Management (CRM) in the whole equation. Participants from various local and multi-national organizations were present and learned more

Horizon Inc.
presents
The Brand Influence



sumer perception and product extensions whilst simultaneously establishing a strong presence in a highly competitive market.

The seminar served as an excellent platform for industry marketers and senior management to discuss marketing and advertising issues, through interactive case study discussions and focused presentations. A local perspective was also shared by National Foods Limited and Hilton Pharma through their respective presentations which discussed the corporate transition through effective branding strategies.