

"The Brand Influence" seminar

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'The Brand Influence' seminar

Karachi, November 22, 2000: Horizon Incorporated, a human resource consultancy, has organized "The Brand Influence" seminar on November 24, 2000 at the Karachi Sheraton Hotel. The seminar will focus on current branding and marketing strategies and needs and is sponsored by leading organizations, namely, Nafinal Foods Limited, Hilton Pharma (Pvt.) Ltd., and SmithKline Beecham.

The one-day seminar will be conducted by Dr. Nirmalya Kumar a Ph.D. in Marketing from Kellogg Graduate School of Management who is currently the Professor of Marketing and Retailing at the International Institute for Management Development (IMD) Switzerland.

I.M.D. has been ranked #1 in Europe and #3 worldwide by The Financial Times and this is the first time that a speaker is coming to Pakistan from this reputable institution.

Dr. Kumar will primarily focus on today's branding trends, result-oriented strategies, needs and the role played by efficient Customer relationship Management (CRM) in the whole equation.

The seminar will also serve as an excellent platform for industry marketers and senior management to discuss marketing and advertising issues, through interactive case study discussions on dimensions of value, organizational culture and innovation followed by focused presentations.