

The "Brand Influence" seminar

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THE BRAND INFLUENCE

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., The DAWN Group of Newspapers and SmithKline Beecham.

The one-day seminar, with a

corporate audience of about 210 participants, was 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.

"The Horizon team is proud to host an event of such quality and magnitude. The Brand Influence seminar served as a platform for the business community to further exploit the projection of their brands and determine customer value for better marketing," said Muneerah Tariya Shiraz, Managing Partner, Horizon Incorporated.

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 multinational organizations were present and learned more about brand leverage, consumer perception and product extensions whilst simultaneously establishing a strong presence in a highly competitive market.

During the course of the seminar, 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.

Horizon Incorporated is a leading Human Resource Consultancy specializing in performance based HR consulting services and training excellence on a variety of management topics which help organizations become productive through employment investment.

