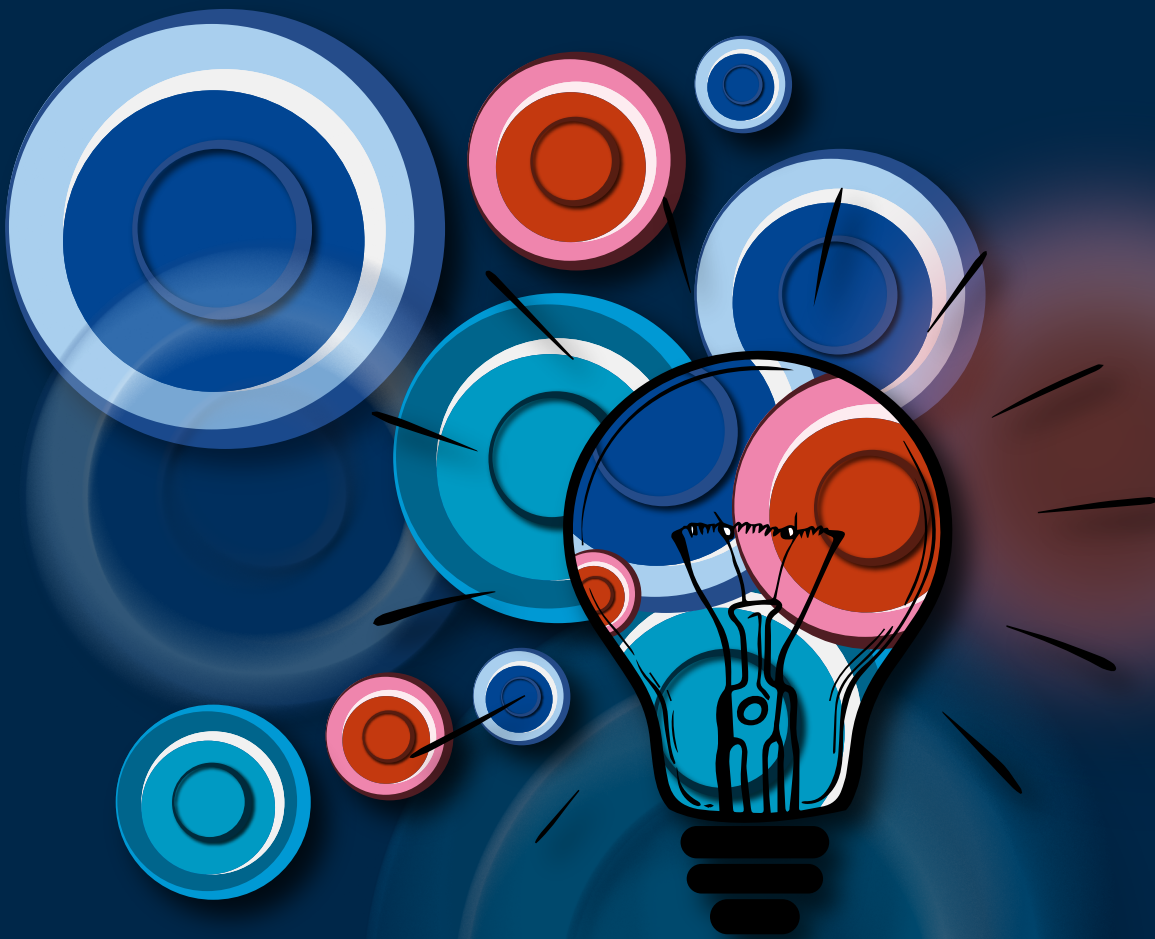




Bangladesh
**BRAND
FORUM**
Inspiring the Nation

PROFESSIONAL MASTERCLASS ON **BRAND GROWTH**



Starting From
JUNE 05, 2021
10:30 AM - 12:00 PM

A workshop on how to engineer brand growth. Conducted by two people who bring to the table a combined experience of 50 some years of working in the marketing/communication sector, across cultures and categories. While theories and definitions firmly remain the domain of classrooms, this workshop is designed to push some thought envelopes, create a bit of uncomfortable space and let the participants revel in it. Designed to enable the stakeholders to have a better grip on how to grow their brand and business through real life cases and examples. It will make participants (Senior Brand Managers, Marketing Managers and process owners' growth) oriented and help pivot to the next level. The objective of the workshop is to provide the course audience with the tools and techniques to better understand the brand-led growth architecture, insights, positioning, brand ROI concepts, along with various brand-led toolkit to perform their activities. The majority of the time in this course will be spent on case studies working to learn and execute their branding activities as the post Covid19 market challenges begin to take shape.

About Facilitators



ANIRBAN GANGULY

Founder & CEO, Koios Consult
Malaysia

Mr. Ganguly's core strength is in designing customer experiences that fuel business growth, increase consumer demand, garner a greater share of wallet, and brand affinity that competitor's envy.

As a leader with an obsessive focus on building customer/ brand value, he has both a macro (building up the company, product, and culture) and micro mindset (focusing on granular problem-solving) which allows him to decide with speed and conviction, engaging for impact (both stakeholders and customers), adapting proactively, delivering reliably. The leadership traits that allow him to do what he does are based on attributes such as, ability to create clarity when none exists, ability to spark energy, not only in my own team but across the organization, ability to succeed in an over-constrained space (less resource/crowded market), the conviction that if something is important enough one should try, even if the probable outcome is a failure.



KANISKA CHAKRABORTY

Brand & Communication Professional

Kaniska Chakraborty, or KC as he is known, is a brand and communication professional with significant experience. He has worked in markets across the SAARC region in the space of advertising, research and brand management. He has engaged with brands such as Lux, Sunsilk, Close Up, Lipton, Coca Cola, Parachute, Tata Steel, The Telegraph, Exide batteries, Eveready torches and lights, Keo Karpin hair oil, ITC Hotels, Ananda Bazaar Patrika, The Daily Star, Dhaka Tribune, Bellissimo ice cream, Pepsi, bKash among others. He brings on board exposures to various cultures and constantly tries to associate his learning to his work.

Course Module

As companies cut training costs, developing good marketing capability suffers. The business school courses can be expensive and sometimes overly theoretical leaving you to develop marketing framework alone. The Koios Brand Growth masterclass program is your very own brand coach to help you raise your marketing game.

Who should attend?

The training will result in direct business impact and is most relevant for senior managers

- Product Managers
- Marketing Manager/ Director
- Business Leaders
- Startup Leaders.

What to expect?

- Pushes participants beyond their comfort zones.
- Discover ideation tools and brainstorming techniques.
- Deep understanding of the user's world.
- Take away implementation tools.
- Creating of workable concepts.

Masterclass Module

Brand-Led Growth

- Brand-Led Business Ambition
- Brand Growth mindset

Insight

- Human, Cultural, Brand Truth
- Insight generation techniques

Positioning

- Brand Purpose
- Positioning 360

Growth Architecture

- Growth Archetypes
- Brand Architecture

Toolkit:

- Brand-led Business Growth Brief
- Insight Framework
- Consumer Portrait
- Architecture Framework

Session Schedule:

Session No.	Date	Time
1	05 June, 2021	10:30 AM - 12:00 PM
2	11 June, 2021	10:30 AM - 12:00 PM
3	12 June, 2021	10:30 AM - 12:00 PM
4	18 June, 2021	10:30 AM - 12:00 PM
5	19 June, 2021	10:30 AM - 12:00 PM
6	25 June, 2021	10:30 AM - 12:00 PM

VIRTUAL TRAINING

Last Day of Registration
June 03, 2021 (Thursday)

Registration Fee
BDT 20,000/-

bKash : 01788-677-566

Nagad : 01788-677-566

*Merchant Account

Contact Info:

+880 1732 040 379

training@bangladeshbrandforum.com

Starting From

JUNE 05, 2021

10:30 AM - 12:00 PM

