



THE COCHIN CHAMBER OF COMMERCE & INDUSTRY

Workshop on

# Corporate Branding – The Envisioning

Friday, 23rd June, 2017 | Hotel Abad Plaza, Ernakulam  
09.00 hrs - 17.30 hrs

Trainer

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MR. MARK ANTONY  
SEQUEIRA

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CEO - Maestro Human Resources Pvt. Ltd, Bangalore  
Master Trainer, Executive Coach and HRD Facilitator

Delegate Fee\*

Members: 1,500/- + Service Tax  
Non-Members: 1,750/- + Service Tax

## Registrations\*\*

The Cochin Chamber of Commerce & Industry  
Bristow Road, Willingdon Island, Cochin - 3  
Email: [events@cochinchamber.org](mailto:events@cochinchamber.org)  
Mob: 9895676827/ 9744629992

\*10% discount for 3 or more participants from the same Organisation

\*\*Participation only by prior intimation

# Programme

- 09.00 - 09.30 - Registration
- 09.30 - 11.00 - BRAND ENVISIONING
- \* Defining & Harmonizing the Workshop
  - \* Corporate Branding! - What exactly it Is and What it is Not?
  - \* The Value in Branding - Open Discussion
  - \* Secret of the Hexagon
- 11.00 - 11.15 - Tea Break
- 11.15 - 13.00 - CUSTOMER PERCEPTION MANAGEMENT
- \* Getting it Right for Survival of the Brand
  - \* Building the Right Brand Image
  - \* Foundation of Corporate Branding Your Customers will Buy
  - \* The 11 Steps to Building a Successful Brand
- 13.00 - 14.00 - Lunch Break
- 14.00 - 15.45 - COMPREHENSIVE BRANDING STRATEGY
- \* The Game of Brand & Corporate Relationship
  - \* The Pyramid of Success for every Top Professional
  - \* Group Discussion & Audience Presentation
  - \* The Magnificent Seven Defined
- 15.45 - 16.00 - Tea Break
- 16.00 - 17.30 - Wrapping Up
- \* Corporate Image as a Strategic Tool for Long-term success
  - \* The Ultimate Key to Creating a Powerful and Sustainable Corporate Brand
  - \* Lessons Learned
  - \* First 100 Days Action Plan