

Open to all IBWG
Members & Small
Business Owners –
men & women

Saturday Morning Workshop

DETAILS TO REMEMBER

Date: Saturday 26th March 2011

Time: 8.30 am to 12.30 pm

Theme: 'The Value of Branding'

Venue: World Trade Club -
Valet Parking Available

Entry: 150 Dhs/person includes
Tea & Coffee, Water & Snacks

Payment – cash

Agenda

8.30-9.00 – Registration

9.00-10.30 - Audit & Understand

10.30-10.45 - Break

10.45-12.30 - Learn, Create & Deploy

**Simple Effective Tools to position
Your brand in the Market**
(Learn to better your company image in
the market)



Saturday, 26th March 2011

8:30 AM - 12:30 PM

World Trade Club - World Trade Centre Dubai

Cost : 150 Dhs per person

WHO SHOULD ATTEND

Entrepreneurs / Business people / Marketing Executives & other
Stakeholders who know the value of branding & would like to understand
the science behind it & strategies for it

What will participants learn?

- ▶ *Audit your brand - Identity vs Image*
- ▶ *Understand how to position yourself / brand in the market*
- ▶ *Create a brand story through brand drivers, touch points, imagery & brand associations*
- ▶ *Learn how to create/improve your brand strategy*
- ▶ *Deploying your brand through the right channels & medium*

All the above will be covered in just 4 hours

Workshop Facilitator, Charmaine D'Souza

A brand communication consultant, Charmaine has provided effective graphic design, strategic branding & innovative marketing solutions to companies like Unilever, Trilegal, The French Embassy, Alliance Française de Bangalore, Decathlon & Beckman Coulter. She has also worked on the rebranding of the Burj Al Arab, branding Jumeirah Living and Madinat Jumeirah (Jumeirah Group) amongst others.

In December 2008, Charmaine set up AECA, her own brand+design consultancy firm in Dubai Media City. Today AECA consults and designs for Barclays Wealth & Capital, Nokia, United Nations and Wade Adams to name a few.

Bookings: by email to
ibwg_dxb@eim.ae

This event has limited seating
(maximum 25 people) so please
book early to ensure attendance

Cut-off date for bookings is
Wednesday 23rd March

For more information please
telephone mbl: +971506578445
email susharyn@ibwgdubai.com

Book Now! Email ibwg_dxb@eim.ae and put 'Workshop -
your full name and Mobile Phone number' in the Subject Line -
your booking will be confirmed by return email.