

TerraBiz

Training | Conferences | Exhibitions

--- 2-Day Brand Leadership Boot Camp ---

Building World Class

# BRANDS

6-7 April 2011 Sheraton Karachi Hotel | 12-13 April 2011 | Royal Palm Golf & Country Club, Lahore.



by Afzal Shahabuddin  
CEO,  
The Resource Edge Group

## Key Benefits:

Having attended this bootcamp, the participants will be able to understand:

- How do world class brands keep themselves relevant in the face of a changing environment? How can you do it for your brand?
- How to master the art of creating differentiation? How do World Class Brands do it?
- How a strong positioning is now critical more than ever to build sustainable advantages of a brand and how to define the positioning for your brand?
- How to manage a challenger brand?
- Understand the concept of Brand Equity and its application
- What are the key brand indicators and how to interpret and influence them
- How to transform your brand into an "Experience Brand"?
- How social media can be effectively leveraged used as a brand and PR tool and how it can make or break your brand.

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BUSINESS  
RECORDER

Radio Media Partner



Capability Partner

resource edge  
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Digital Media Partner

SYMMETRY  
playing with digital media

Technology Media Partner

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Pakistan

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## Course Description:

- **What** do brands like Coca-Cola, Microsoft, Nike and McDonalds do which makes them World Class Brands?
- **What** is it that iPod got right to become a global phenomenon?
- **Why** did some of the great brands from the seventies and eighties lose out ?
- **What** do I need to do to build and sustain a world class brand ?

These are the questions that every marketer attempts to address everyday as long term brand equity is the single biggest contributing factor towards sustainable business leadership.

With a program setting which is stimulating and refreshingly different , this two-day brand leadership bootcamp aims to equip marketers and business leaders with the approach which they can apply to their brands to make the leap towards brand excellence. Thought provoking discussions, real life examples, case studies as well as guest speakers from top global and local brands in the bootcamp would aim to trigger the thought process among the participants in applying these to build and sustain brand leadership for their own brands.

### Testimonials from Afzal's previous workshops:

*"Given his diverse and extended experience, he is clearly and authority on the topic of marketing."*

StoneAge, Crescent Bahuman .

*"The trainer has the experience which one can feel when he talks. A very pleasant personality who is knowledgeable and friendly"*

World Call

*"An excellent local trainer with good local day to day examples which help to relate with the subject being discussed."*

Engro Fertilizers Ltd.

*Afzal is very knowledgeable and gave good examples.*

GSK Pakistan

*Good personality and complete command over the training subject.*

CMPAK Zong

*He has good command and knowledge about the Retail Market.*

Telenor Pakistan

Who  
Should  
Attend

Course Materials to include  
a program memento

Marketing Managers / Brand Managers / Product Manager with atleast a year's experience of directly managing brands/products.

Business Unit Managers who are directly managing Marketing teams.

In view of the limited number of seats, nominations to the bootcamp will be screened for relevant experience before being accepted.

## Terrabiz Upcomings, Book TODAY!

**"How to SELL Successfully to Corporate Customers"**

by **GK Lim, Malaysia**

25 April 2011, Karachi

28 April 2011, Lahore

**"How to Lead your Team to Higher Productivity"**

by **GK Lim, Malaysia**

26 April 2011, Karachi

29 April 2011, Lahore

**"SCOR Walkthrough- Optimising your End to End Supply Chain"**

by **Dr. John Paul**

21-22 April 2011, Karachi

25-26 April 2011, Lahore

# Course outline

## DAY ONE

### • Understanding the Environment

Understanding how the environment is changing rapidly. How it has an influence on consumer expectations from your brand/ product. How to leverage this as an opportunity and prevent it from becoming a threat.

### • Differentiation and Positioning: What will your brand stand for?

How to create real differentiation for our brand and how to define a clear brand/ product positioning and use it as a foundation to building brand equity.

### • Understanding and Building Brand Equity

Understanding the concept of Brand Equity, how to build brand equity for your brand by managing the key health brand indicators

### • Working with Challenger Brands

How to work with challenger brands ? How to put together a challenger brand strategy ?

### • Compelling Brand communication in the new world

How brand and consumer communication is evolving and what are the elements needed to develop communication that connects with the consumer today .

## DAY TWO

### • The rise of Social Media: Marketing and PR's new frontier

Develop and understanding of the basic social media concepts and how a strong social media strategy can keep your brand relevant with today's consumer.

### • Creating an "Experience Brand"

Understand why a great brand experience is critical in building world class brand. How do you create a great brand experience for your consumer ?

### • Managing Marketing ROI :

How to make sure that your process of building world class brands also stands the test of financial accountability.

### • Case Study and Group Presentations

### • Recap/ Q&A

The workshop will be interactive and will basically be built around discussions and case studies. Videos, exercises and relevant examples from a global and local brand perspective will be used to build relevance and understanding.



**Afzal Shahabuddin,**  
CEO,  
**The Resource Edge Group**

Afzal Shahabuddin in a career spanning over 18 years has gained valuable experience in the areas of business management, brand management and product management in diverse industries including FMCG, Consumer Durables, Banking and Telecommunications.

He obtained his Masters of Business Administration in Marketing from Institute of Business Administration Karachi, Pakistan and Bachelors of Engineering from NED University of Engineering & Technology, Karachi, Pakistan

During his career he has been associated with leading organizations like Coca-Cola, Gillette/P&G, Samba Bank, Philips and Nokia. Besides Pakistan, he has also worked in other emerging South Asian markets like Sri Lanka, Bangladesh, Nepal and Maldives and has had extensive exposure to the UAE market. He has also led a number of successful product launches and brand turnarounds.

The last position that he held in the corporate sector was Director Marketing, Pakistan and Afghanistan for Nokia, before he went on to establish The Resource Edge, a marketing consulting and activation company which helps organizations create world class brands.

Afzal has also been extensively involved in training throughout his career. The Resource Edge Group is associated to M/s Nina Matos, an international marketing and brand consulting company headquartered in Singapore, as their affiliate in Pakistan, Sri Lanka, Bangladesh and Afghanistan.

The companies whose employees have been trained by **Afzal Shahabuddin**



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**Registration Note:**

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledged by TerraBiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from TerraBiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, TerraBiz reserves the right to cancel or postpone the event.

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by **Afzal Shahabuddin**

Please contact **Muhammad Faheem**

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Phone: +92 21 3455 0431 | Cell: +92 343 206 6050

## Workshop Investment:

**Rs. 21,500/-** Per Participant

**\*Early Bird Discount: (Before 21<sup>st</sup> March 2011)**

**Rs. 20,500/-** Per Participant

**\*Every 4<sup>th</sup> Participant from the same organisation is FREE!**

Includes course ware, TerraBiz certificate, lunch, refreshments and business networking.

\*Discounts are mutually exclusive

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We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with TerraBiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, TerraBiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

TerraBiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. TerraBiz has also organized some events with Google Pakistan.

TerraBiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

## For Registration

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