

Executive Certificate Program  
on  
Internal Branding &  
Corporate Communications:  
Strategy & Applications



**Date**

23-24 June 2012  
Saturday-Sunday

**Venue**

DMS, IIT Delhi  
Vishwakarma Bhawan  
Shaheed Jeet Singh Marg  
New Delhi 110016



Indian Institute of Technology Delhi  
under the aegis of  
Foundation for Innovation & Technology Transfer  
(FITT) IIT Delhi.

## ABOUT IIT DELHI

Indian Institute of Technology Delhi (IIT Delhi) is among the country's premier institutes, a Centre of Excellence for higher education, training, research and development in various aspects of Science, Engineering, Technology and Management. The institute emphasizes on research-based academic deliverables, with the potential for high industrial and societal impact.

## ABOUT THE PROGRAM

The key to building a strong corporate brand is cultivating an aligned, customer-centric culture. And an organization's ability to develop such a culture defines its market success. Leading brands typically foster a culture of brand building where every employee understands their brand's promise and are prepared to help deliver on it.

Learn more about these subjects over the two-day program, and understand how to apply the industry best practices in the context of your business.

## PROGRAM OBJECTIVE

This two-day-long event will provide an in-depth understanding of internal branding and corporate communications, and application in real-life business scenarios. On successful completion of the program, participants will be able to

- Appreciate various facets of Internal Branding and Corporate Communications
- Understand how to apply the elements in their specific business areas
- Evolve the optimal communications model for their organizations
- Engage with different types of media for maximum advantage
- Share experiences and best practices with industry leaders

## **PARTICIPANTS WILL RECEIVE A CERTIFICATE FROM IIT DELHI FOR HAVING ATTENDED THIS PROGRAM.**

### **WHO SHOULD ATTEND**

This event has been designed for Senior, Middle and Junior Managers, involved in

|                          |                            |
|--------------------------|----------------------------|
| Corporate Communications | Employee Relations         |
| Internal Communications  | Corporate & Brand Identity |
| Employee Communications  | Brand Management           |
| Marketing                | Business Development       |
| Corporate Affairs        | Global Communications      |
| Brand Communications     | Public Relations           |
| Human Resources          | Entrepreneurs              |

### **COURSE DETAILS**

#### **Day 1**

##### **Module 1 –Internal Branding Nuances**

- The Brand as an Asset
- Aligning Internal & External Branding
- Adding Value to the Customer

##### **Module 2- Internal Branding Architectures**

- Practices & Dilemmas
- Supporting Organization Structures
- Tools & Techniques

#### **Day 2**

##### **Module 3- Strategic Corporate Communications**

- Communications as an element of Strategy
- Image & Crisis Management
- Frequency & Effectiveness of Execution

##### **Module 4 – Effective Internal Branding Practices**

- Best Practices from the Industry
- Measuring the Impact
- PR, Traditional & Social Media

## **TEACHING PEDAGOGY**

Faculty members from IITs and IIMs will deliver key sessions. Corporate leaders, experts and practitioners from the industry will also share their knowledge and experience. Group discussions, case studies and interactive lectures will add up to provide an ideal blend of techniques for learning and professional development.

## **COURSE FEE**

Rs.10,000 (Rupees ten Thousand only), Payable by Cash/DD, in favor of FITT, IIT Delhi.

This course fee includes cost of a registration kit, study material, certification cost, lunch and tea.

For two or more participants from a single company, a discount will be applicable.

## **REGISTRATION**

Participants are required to send the duly filled registration form, along with a Demand Draft, drawn in favor of FITT IIT Delhi, payable at Delhi, before June 15, 2012 to Dr Mahim Sagar, Room No.506, Department of Management Studies, Vishwakarma Bhawan, Indian Institute of Technology Delhi, Hauz Khas, New Delhi - 110016. India. You can also come to the same venue and pay by cash to register.

## **ACCOMMODATION**

This is a non-residential program. Participants are expected to make their own stay arrangements. Program organizers will, however, assist in booking accommodation at one of the IIT Delhi guest houses, based on payment, and subject to room availability. For any accommodation assistance, please mention the same in your registration form.

# REGISTRATION FORM

(TO BE FILLED IN BLOCK LETTERS ONLY)



Name : .....

Age : .....

Qualifications : .....

Designation : .....

Organization : .....

Address for Correspondence : .....

.....

City/ State : .....

Mobile : .....

Email : .....

## **FEES PAYABLE TO FITT, IIT DELHI**

DD Number : .....

Bank Name : .....

.....  
Applicant's signature

**LAST DATE FOR REGISTRATION**  
**JUNE 15, 2012**  
**LIMITED SEATS AVAILABLE**

**PROGRAM CO-ORDINATOR**

Dr. Mahim Sagar  
Faculty, DMS, IIT Delhi

**RESOURCE PERSON**

Ms. Pooja Sehgal  
Research Scholar, DMS, IIT Delhi

For further information  
and to send your registration requests,

**PLEASE CONTACT**

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