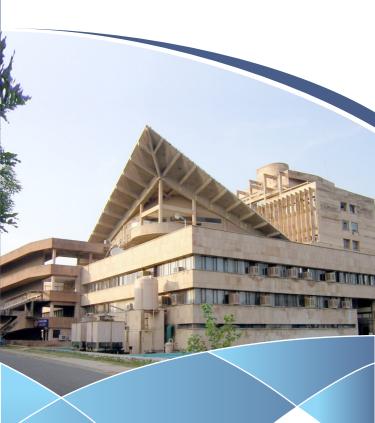
Executive Certificate Program on

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

Brand Communications Public Relation
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

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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Indian Institute of Technology Delhi