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**Shree Saraswati Education Sansthan Managed
Sarswati Institute of Engineering and Management**
wish your esteemed presence for the



Organizes in
collaboration with



Gujarat
Technological
University



Faculty of Management


Prof. Dr. K. N. Sheth
Director, SIEM

Prof. M. M. Chaudhari
Chairman, SSES

Dipak Mehta
Janak Khandwala
Rajnihal Patel
Trustee, SSES

will preside over the Inaugural Function

window's Front




**NATIONAL LEVEL
SEMINAR ON
NEW PARADIGMS IN
BRAND MANAGEMENT**

On
26th March, 2011
at 10:30 a.m.

CHIEF GUEST
Mr. Sanjay Chakraborty
Associate Vice President,
Triton Communications,
Ahmedabad

inner's front



Programme Schedule

Invocation

Welcome Address
by Prof. Dr. K. N. Sheth, Director, SIEM

Floral Petition
Address by Mr. Sanjay Chakraborty, Chief Guest
Address by Prof. M. M. Chaudhari, Trustee, SSES

Presidential remarks
by Prof. Dr. K. N. Sheth, Director, SIEM

Vote of thanks
by Ms. Tarvi Faldu, Convener

Tea Break

Technical Session – I
by Mr. Sanjay Chakraborty,
Key Note Speaker

Lunch

Technical Session – II,
1. Dr. Prateek Kanchan,
B. K. School of Business Management
2. Ms. Roopika Raj,
IIM- Ahmedabad

Tea Break

Technical Session – III,
1. Mr. Bhagwat Patel,
Marketing Manager,
Idea Cellular, Pune
2. Prof. Bhavin Pandya, HOD,
S. V. Institute of Management, Kadi

Certificate Distribution

inner's back

Profile of SIEM

Shree Saraswati Education Sansthan has established a premier Institute of Engineering and Management approved by AICTE and affiliated to Gujarat Technological University (GTU), located in the peaceful and serene countryside of Gujarat, at Rajpur, Mehsana.

Since the last two years, Saraswati Group of Institutes has been reaching milestones and creating benchmarks in the fields of engineering and management education. It strongly believes that for the overall development of the students, they need to be acquainted with the real workings of the industry - hence the Institute regularly organizes high quality seminars, workshops and other activities to meet this goal. During the current semester, various seminars and workshops were organized, some of which are:

- 3-Day Soft Skills Development Program
- Networking Workshop
- Electrical Installation & Safety Seminar
- Robotics Workshop

No wonder, the punch-line of the Institute aptly says: *"Committed to critical thinking and stimulating teaching"*

The Institute has thus earned an enviable reputation and is therefore branded as "SIEM" which stands for Saraswati Institute of Engineering and Management. Hence, now a national level seminar on "Brand Management" is being organized.

This Sansthan was founded by a great visionary Shri Mahadevshah Chaudhary, who is the President of the trust and a continuous source of inspiration for all academic and co-academic activities.

The vision of the Faculty of Management is to educate tomorrow's leaders by creating innovative and intellectual environment for technology enhanced global business. This institute has regularly been organizing workshops, seminars and such other industry-institute interaction activities through its Industrial Interface Society of SIEM.



*"A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well."
- Jeff Bezos*

Marketing is not a battle of products; it's a battle of perceptions. The power of a brand lies in what resides in the minds of customers – what they have learned, felt, seen, and heard about the brand as a result of their experiences over time.

Branding has become increasingly complex and a lot of marketing efforts must be supplemented to create a successful brand. New models and systems are being introduced to create and sustain global brands.

OBJECTIVES OF THE SEMINAR

- To identify the challenges and opportunities of managing brands.
- To explore the modern paradigms in brand management.
- To evaluate the design perspectives of brand repositioning and brand extension for penetration in the market.
- To understand how brands are used by the industry to convert threats into opportunities and create a 'competitive advantage'.



National Level Seminar

"New Paradigms in Brand Management"
26th March, 2011

Registration Form

Name: _____

Designation: _____

Organization: _____

Address: _____

City: _____ State: _____

Pin code: _____ Mobile: _____

Phone: _____ Fax: _____

E-mail: _____

Payment Details: D.D. / Cash: _____

Sponsorship

Dr./Prof./ Mr./Ms. _____ is an
employee/student of our Institute/organization and is
hereby sponsored.

Date: _____ Signature of
Sponsoring Authority

Brochure front

