



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Workshop on Neuro Branding

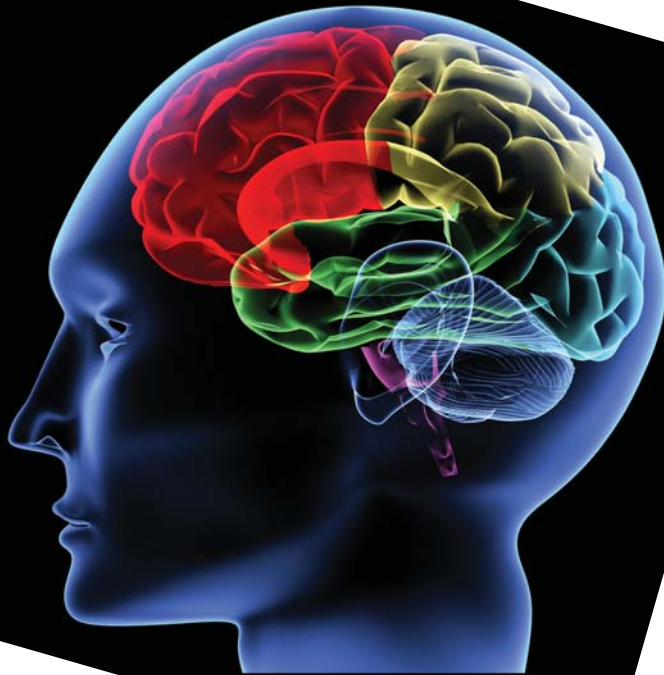
Better Results with less Money

Sales &
Marketing

March 27 & 28, 2014

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



OVERVIEW

In today's Marketing statistics, features, attributes and cost-benefit analysis are more focused upon. Emotional and sub-conscious share of brain activity is mostly ignored.

Neuro marketing helps understand how customers' brain work to get better results with fewer resources.

Through behavior-based strategies Brand managers are now equipped more to influence consumer behavior in favor of their brands. This leads to higher market share and margins.

Neuro marketing techniques entail more effective Ads, attractive Products, smart Selling, captivating Retailing and eventually happier customers.

Who can benefit?

All those engaged in Marketing, Branding, Advertising and Selling will find one or more ways to directly apply real-world marketing situations.

This includes FMCGs, Services and Pharmaceutical segments.



Center for Executive Education
Institute of Business Administration



FACULTY

Mr. Akhtar Mahmud is currently CEO, Brand Image - a marketing consultancy specializing in Branding, Advertising and Consumer Insights. He brings 34 years

of corporate exposure mainly from Multi National Companies: Unilever, DHL, FedEx, etc. in senior marketing positions to corporate leadership. Mahmud has been conducting Training and Development programmes for Banks, MNCs, local conglomerates, IBP, PIQC and leading T&D organizations. Market research, training, and consultancy projects for BBC, United Nations, Hoechst, Millat Tractors, ICN, Aga Khan Health Services, Milupa Foods, Berger Paints, Ciba Geigy, GETZ - local & international, Pfizer, Sandoz, Searle, GSK, Sanofi-Aventis, Herbion, Genix, Nabi Qasim, Barrett Hodgson, US Aid and NGOs are few of the key programmes undertaken by him. Also an IBA Graduate with major in Marketing, Mahmud is teaching in Institute of Business Administration (IBA), Karachi since 2001. He has also attended various seminars and conferences in US, Europe, Middle East and South East Asian countries on Branding, Brand - based communications, Creativity in advertising, influencing consumer behavior through psychological modules and leadership evaluation and awareness process.

TOPICS COVERED

The one-day workshop will un-veil how consumers may be persuaded and influenced through:

- Mirror Neurons
- Somatic Markers
- Decoy effect of Pricing
- Sensory branding
- Humanizing Brands
- Retailing Magic
- Gender Impact
- TVCs, Print ads and Copy-writing
- Right Ear Selling
- Simple Marketing for Complex Products.

Workshop Fees

PKR 30,000/participant

Inclusive of Course material, IBA Workshop Certificate,
Lunch, Refreshments & Business networking

Experience

**EXECUTIVE
EDUCATION**

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