

Institute of Leadership Excellence (ILE) in collaboration with
Center for Executive Education at IBA Karachi offers



Pharmaceutical Branding Excellence

From Managing Pills to Managing Brands

Date: Sunday, 6th August 2023

Timing: 09:00 a.m. to 05:00 p.m.

Venue:

Center for Executive Education (CEE),
Institute of Business Administration (IBA),
City Campus, Saddar, Karachi

Program Fees:

PKR 35,000/-

PROGRAM OVERVIEW

Today's pharmaceutical branding managers have more responsibilities, impact, and influence than ever before. With the branding function growing in importance, product managers striving to reach the next stage in their careers need to think and lead more strategically. This program is designed to explore approaches and frameworks to help product managers gain a competitive advantage.

KEY BENEFITS

- ▶ Unleash the secret formula for creating robust brands that become invaluable assets for your organization
- ▶ Develop a compelling brand positioning statement and a value proposition that resonates with your target audience
- ▶ Uncover the leverage points through patient flow model
- ▶ Harness the power of Branding with Purpose (CSR) to supercharge your brand's impact
- ▶ Learn the art of Execution to improve your speed to market
- ▶ Ignite the flames of creativity to design innovative products

APPLY YOUR LEARNING



Learn and test frameworks and Tools from industry experts against your own brand



Turn theory into practice with actionable insights on pharma brand management



Create your own brand strategy reviewed by the program director and guest speakers

PROGRAM OUTLINE

Module 1: Building a Competitive & Sustainable Brand Strategy

Module 2: Making Decisions based on Leverage Points

Module 3: Crafting & Communicating your Brand Story for Impact

Module 4: Executing your Brand Strategy

Guest Speaker Session

SPARK YOUR CREATIVE GENIUS

by **Muhammad Adnan Azam**

General Manager Learning Innovations
PharmEvo & Board Member Institute of
Leadership Excellence

- ▶ Combine three Design Thinking Mindsets with Creativity Techniques for Innovative Product Design & Process Improvement

Guest Speaker Session

BRANDING WITH PURPOSE

by **Syed Jamshed Ahmed**

Deputy CEO, PharmEvo & Executive
Director Institute of Leadership Excellence

- ▶ Build your Brand Reputation & Customer Loyalty via Purpose-driven Brands

Guest Speaker Session

EXCELLENCE IN EXECUTION

by **Shahid Ghoury**

Managing Director, SciLife Pharma

- ▶ Learn to tackle day-to-day execution challenges with agility and stakeholder management through the story of the brand with massive success

PROGRAM METHODOLOGY

- ▶ Case Studies
- ▶ Group Discussions
- ▶ Hand-on Activities
- ▶ Frameworks & Tools
- ▶ Video De-briefs
- ▶ Guest Speaker Sessions

PARTICIPANT PROFILE

This program is designed for:

- ▶ Aspiring product managers who are motivated to lead and ignite change in brand management practices in their organizations.
- ▶ Experienced professionals who are interested in learning more about the emerging trends and would like to enrich their knowledge in pharmaceutical brand management.
- ▶ Fresh pharmacists and fresh business graduates (**must have completed their degrees**) looking to make a career in pharmaceutical brand management.

PROGRAM FACILITATORS



Program Faculty:
Zubair Ahmed Siddiqui
General Manager Corporate Marketing, Communications & Training, PharmEvo



Program Faculty:
Abdus Samad Siddiqui
Director Marketing, PharmEvo



Guest Speaker:
Syed Jamshed Ahmed
Deputy CEO, PharmEvo & Executive Director ILE



Guest Speaker:
Shahid Ghoury
Managing Director, SciLife Pharma



Guest Speaker:
Muhammad Adnan Azam
General Manager Learning Innovations PharmEvo & Board Member ILE

ABOUT ILE & IBA

About Institute of Leadership Excellence (ILE), PharmEvo:

ILE is a CSR initiative of PharmEvo with a vision of “Developing Influential Healthcare Leaders for building a healthier society”. Inspirational leadership in healthcare sector has the potential to improve staff morale, enhance the service levels and increase the patient satisfaction. Keeping this significance of leadership in perspective, ILE is playing its part in serving the country through its premium leadership and innovation workshops for healthcare professionals all over Pakistan.

ILE has received international acclaim as it was included as a case study in Philip Kotler’s book “Essentials of Modern Marketing”. ILE also became the finalist among 800+ entries in “Reuters Events Global Pharma Awards 2021”. ILE has partnered with Franklin Covey to offer flagship transformational workshop The 7 Habits of Highly Effective People™ for healthcare professionals in Pakistan.



About Center for Executive Education (CEE), Institute of Business Administration (IBA), Karachi:

The Center for Executive Education (CEE) at IBA, Karachi, was established in 2004 and aims at helping organizations gain a competitive advantage by developing their most important resource - their people. It is a nucleus for activities designed to enhance organizational effectiveness through training and developing professionals in various disciplines and equipping them with the tools and knowledge to improve their managerial skills. The programs offered are designed to strengthen the participants’ leadership skills with a focus on personal development, productivity improvement, and strategic thinking. The Center specializes in executive education and management development activities through open-enrollment courses, client-specific customized programs, and consultancy.

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Program Certificate

Program participants will be given 'Certificate of Participation' endorsed by Institute of Leadership Excellence (ILE) & Institute of Business Administration (IBA), Karachi on successful completion of the program.



REGISTRATION DETAILS

Program Fees

PKR. 35,000/- per participant + 5% SST

Inclusive of Program Material, IBA-ILE Certificate, Lunch, Refreshments & Business Networking

10% Discount on 2 or more Nominations

15% Discount on 5 or more Nominations

Massive Discounts available for:

Marketing Executives, Brand Managers & Pharmacists who are at the initial stage of their careers
Marketing Executives, Brand Managers & Pharmacists who have secured **3.0+ GPA** in their last academic degrees

Date: Sunday, 6th August 2023

VENUE: Center for Executive Education (CEE), Institute of Business Administration (IBA),
City Campus, Saddar, Karachi

For Registrations

E-mail: ceeinfo@iba.edu.pk | Call: 021-38104701, Ext. 1809, 1812 | cee.iba.edu.pk

Cancellation Policy:

Cancellations will only be accepted at least 3 working days before the program.