



IP Facilitation Center (IPFACE)
 750, NCL Innovation Park
 Dr. Homi Bhabha Road, Pune -411008
 Email: ipassociate@ipface.org
 ipasso@ipface.org
 Phone: +91-20-6401-1024



One Day Workshop on Brand management for Entrepreneurs Organized by IPFACE & Bio-incubator, Venture Center											
LEARN/ GAIN	<ul style="list-style-type: none"> Why brands matter and How brands create value Strategic branding to your advantage Advertising and Promoting your product/service offering with the help of your brand Knowledge of designing your brand Measuring brand value 										
FOR WHOM	<ul style="list-style-type: none"> Entrepreneurs with product/ service offerings keen on creating a brand Brand Managers Brand consultants Management Students Law Faculty and Students 										
LEAD FACULTY	<ul style="list-style-type: none"> Ms.Melanie Kini Currently a Partner at Positron Consulting Services and consulting with CSIR-Tech Prior to this worked with Birla Sun Life Mutual Fund taking care of research, branding and advertising, media, market expansion initiatives 										
ORGANIZERS	<ul style="list-style-type: none"> IP Facilitation Center, Venture Center, Pune Bioincubator at Venture Center (Bioincubator at Venture Center is supported by BIRAC, Government of India) 										
IPFACE LEAD	Ashutosh Prachand and Sagar Jadhav, IPFACE, Venture Center, NCL Innovation Park, Pune 411008										
WHEN	14 th June 2014, Saturday Timing: 9:00 AM to 5:00 PM										
WHERE	Training Room, Venture Center, 100, NCL Innovation Park , Dr. Homi Bhabha Road, Pune-411008										
CONTACT	Ms. Lipika Biswas 100, NCL Innovation Park, Dr. Homi Bhabha Road, Pune – 411008 Phone: +91-20-25865877/64011024 Email: eventsdesk@venturecenter.co.in For more information and registration visit- http://www.ipface.org/workshops.php										
COST	<p>Fees:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Medium and large companies/ others:</td> <td style="text-align: right;">2000/-</td> </tr> <tr> <td>Micro and small enterprises/ individuals:</td> <td style="text-align: right;">1000/-</td> </tr> <tr> <td>Non-profit organizations/ academic organizations:</td> <td style="text-align: right;">1000/-</td> </tr> <tr> <td>Students with valid ID card:</td> <td style="text-align: right;">700/-</td> </tr> <tr> <td>IPFACE members , VC resident incubatees, AIP members</td> <td style="text-align: right;">800/-</td> </tr> </table> <p>Number of seats limited to 35 *Note: Fees once paid is not refundable under any circumstances</p>	Medium and large companies/ others:	2000/-	Micro and small enterprises/ individuals:	1000/-	Non-profit organizations/ academic organizations:	1000/-	Students with valid ID card:	700/-	IPFACE members , VC resident incubatees, AIP members	800/-
Medium and large companies/ others:	2000/-										
Micro and small enterprises/ individuals:	1000/-										
Non-profit organizations/ academic organizations:	1000/-										
Students with valid ID card:	700/-										
IPFACE members , VC resident incubatees, AIP members	800/-										



IP Facilitation Center (IPFACE)
750, NCL Innovation Park
Dr. Homi Bhabha Road, Pune -411008
Email: ipassociate@ipface.org
ipasso@ipface.org
Phone: +91-20-6401-1024



INTRODUCTION AND OBJECTIVES

Dynamics of business is changing rapidly; the demand for consultants, strategists is increasing day by day. In this competitive environment it becomes hard to sustain without highlighting the features of your business, especially when it is an entrepreneurial venture or a start up. So the entrepreneurs need to be aware of brand management and options available for them to promote their business in an effective manner.

This workshop aims at providing the entrepreneurial tips related to branding your business, product and service offering while taking into consideration the design, legal and financial as well as intellectual aspects of your business like protecting the intangible assets and evaluating the same to you to build a commercially successful brand.

The workshop provides quality interaction with the subject experts and professionals to better understand the strategies and imply them in an efficient way.

The workshop is intended as a rapid 1 day workshop on Brand Management for Entrepreneurs so as to make entrepreneurs aware of the brand management and also the challenges involved and different business aspects of it.

PROGRAMME OUTLINE

- Imparting knowledge amongst the entrepreneurs about how they can promote their product/ service by implementing different branding strategies as well as protecting the intellectual inputs involved in developing the product/service offering.
- Conveying the right message at the right time with the help of right marketing vehicle
- How entrepreneurial branding is important in sustaining and succeeding in the dynamically changing market and how brand equity can be leveraged for the business.
- Valuation of intangible assets viz. patents, trademarks, copyrights, business methodologies), goodwill and brand recognition

WHO IS IT FOR?

- Entrepreneurs with product/ service offerings keen on creating a brand image
- Brand Managers
- Management Students (Marketing)
- Brand consultants
- Law faculty and students

COURSE INCLUDES

- Restricted website with online resources for participants (Slides)
- Free one-year reference membership for Venture Center Library
- Lunch and Tea



IP Facilitation Center (IPFACE)
 750, NCL Innovation Park
 Dr. Homi Bhabha Road, Pune -411008
 Email: ipassociate@ipface.org
 ipasso@ipface.org
 Phone: +91-20-6401-1024






WORKSHOP SCHEDULE				
Date	Timing	Duration	Session title	Speakers
14 th June 2014	09:00-09:15	15 min	<ul style="list-style-type: none"> Tea and snacks Registration for the workshop 	
	09:15-09:30	10 min	<ul style="list-style-type: none"> Welcome to IPFACE and Venture Center Introduction to the workshop 	Ms. Pallavi Joshi
	09:30-10:30	60 min	<ul style="list-style-type: none"> What is a Brand? Introduction to Brand Management Why does entrepreneurial Branding matter? How a SME should go about building a brand Branding Challenges and Opportunities 	Ms. Melanie Kini
	10:30-10:40	10 min	Question & Answers	
	10:40-11:40	60 min	<ul style="list-style-type: none"> Branding and advertising 	Ms. Sonali Brahma
	11:40- 11:50	10 min	<ul style="list-style-type: none"> Question & Answers 	
	11:50-12:50	60 min	Lunch Break	
	12:50- 01:00	10 min	Group photograph	
	01:00-02:00	60 min	<ul style="list-style-type: none"> Designing the brand 	Mr. Manoj Kothari
	02:00-02:10	10 min	Questions and Answers	
	02:10-03:10	60 min	<ul style="list-style-type: none"> Protecting your brand as an intangible asset 	Adv. Dr. Sunil Gokhale
	3:10-3:30	20 min	Tea break	
	03:30-04:30	60 min	<ul style="list-style-type: none"> Valuation of intangible Assets 	Mr. Anant Govande
	04:30- 05:00	30 Min	<ul style="list-style-type: none"> Case Study 	Mr. Kaustubh Naik



IP Facilitation Center (IPFACE)
750, NCL Innovation Park
Dr. Homi Bhabha Road, Pune -411008
Email: ipassociate@ipface.org
ipasso@ipface.org
Phone: +91-20-6401-1024





LEAD FACULTY	
 Ms. Melanie Kini	<p>Ms.Melanie Kini Over 13 years of marketing, communication and consulting experience in India and the U.S. spanning product marketing, advertising, branding, direct marketing, research, channel development and engagement, sales promotion, online, events and training. MBA from SIBM, MS Advertising, NewHouse School of Public Communication Currently a Partner at Positron Consulting Services and consulting with CSIR-Tech Prior to this worked with Birla Sun Life Mutual Fund taking care of research, branding and advertising, media, market expansion initiatives</p>

SPEAKERS	
 Ms. Sonali Brahma	<p>Ms.Sonali Brahma Independent Brand Strategist, Creative Director, Writer and Corporate Trainer Creativity, Strategies for B2B and MNCs like Philips, Thermax, Mitsubishi, Atlas Copco, Tata Technologies, Harbinger Group, Her Speciality includes IT Content Strategy and Delivery, Branding Strategy, Communication, corporate training in creativity honing, training in creative writing and copywriting skills.</p>
 Mr. Anant Govande	<p>Mr.Anant Govande, Director Chartered Accountant, Cost Accountant and Company Secretary. Has 19 years experience in corporate finance, treasury, financial reporting, ERP and finance systems in manufacturing and software companies. Has expert level knowledge of IFRS and accounting standards. Looks after business development and process improvements.</p>
 Adv. Dr. Sunil Gokhale	<p>Adv. Dr. Sunil Gokhale He has a doctorate in Physics with a degree in law, and works in the area of technology of law, which includes company and business laws, intellectual property and business domain specific laws like cyber, medical, environment, energy, telecom and the others. Sunil has worked in several IT companies having an understanding of the software life cycles. Dr. Sunil has a rare combination of legal, media, and science background. He is expert in business law, life sciences, intellectual property, and cyber laws. For more than 15 years he worked in as a technical writer and contributed to Marathi, English press. Dr. Sunil also teaches media and communication at leading academic institutions.</p>




IP Facilitation Center (IPFACE)
750, NCL Innovation Park
Dr. Homi Bhabha Road, Pune -411008
Email: ipassociate@ipface.org
ipasso@ipface.org
Phone: +91-20-6401-1024



 Mr. Manoj Kothari	Mr. Manoj Kothari Co-founder, director and principal strategist at Onio Design Pvt. Ltd Manoj is a Mechanical Engineer from the Indian Institute of Technology Bombay, India (1992 batch) and PG in Industrial Design from National Institute of Design, Ahmedabad, India (1996 batch). Manoj is a thought leader on innovation, foresights, scenarios and blending design with business strategy.
 Mr. Kaustubh Naik	Mr. Kaustubh Naik Co-founder and CEO, Periwinkle Technologies Pvt. Ltd. MDE, Management Development for Entrepreneurs from University of California, Los Angeles - The Anderson School of Management M.S. Engineering Management from San Jose State University Prior to Periwinkle Technologies Mr. Kaustubh was Director at Polaris Academy and CTO at Solutionsline SoftTech Pvt Ltd

ABOUT THE ORGANIZERS:	
	IPFACE aims to promote awareness and adoption of intellectual property rights amongst entrepreneurs and MSMEs in India while also making accessible high-quality IP services and resources. IPFACE is a project of the Venture Center supported by the Ministry of Micro, Small and Medium Enterprises, Government of India and National Chemical Laboratory, Council of Scientific and Industrial Research, India. For more information about IPFACE services, visit www.ipface.org
	The BioIncubator at Venture Center aims to nucleate and nurture technology and knowledge-based enterprises leveraging knowledge in the areas of biotechnology (biopharma, agrobiotech, industrial biotech, clean technology), biomedical engineering/ devices/ diagnostics, biomass value addition/ renewable fuels/chemicals/materials, bioinformatics, bio/medical services and related disciplines. Created with support from DBT-BIRAC under the Bioincubator Support Scheme. For more information visit: http://www.bioincubator.venturecenter.co.in/U

SPONSORED BY:-	
	BIRAC is a new industry-academia interface and implements its mandate through a wide range of impact initiatives , be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive