



IIM LUCKNOW'S

**MANFEST-VARCHASVA 2018**

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST

16<sup>TH</sup>-18<sup>TH</sup> NOVEMBER



# TWB\_

Leaders in communicating technology

Presents Workshop on

# Branding for B2B Technology\_



Contact

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IIM Lucknow's Manfest-Varchasva in partnership with TWB\_ presents a workshop on branding for B2B technology brands.

Marketing and branding imperatives for B2B technology brands are inherently different from consumer branding. It requires a significant shift from technology centric thinking while keeping the attributes of a technology brand in place. The gap between technology and branding, is slowly being bridged with tech brands aiming to develop a brand-centric marketing strategy.

So, what could you do as a marketer to make your business stand out?

Participate in the workshop and learn the nitty-gritties of branding for technology and especially in B2B domain.

### KEY TAKEAWAYS

- Need of branding in B2B space and for technology brands
- ⊙ Lessons from FMCG branding that B2B tech branding should use
- Steps to create a powerful technology brand
- ⊙ Rigorous training across various aspects with **experienced instructors**
- ⊙ Certificates will be awarded upon the completion of the workshop

### KEY DETAILS

- ⊙ Timings: - hour duration during Manfest-Varchasva 2018 i.e. between 16th -18th November 2018. We will apprise you of the exact time and duration of the event soon
- ⊙ Registration deadline: 2300 Hours, 10th November 2018
- ⊙ Limited seats: First-come first-serve basis
- ⊙ Registration fee: **INR 500 per student**

#### Contact

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**Branding for B2B Technology**  
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## REGISTRATION GUIDELINES

### Step 1:

Make the payment as follows:

#### Option A – Online Transaction

- Electronically transfer INR 500 to the below mentioned account:  
Bank: SBI  
Account number: 51102152450  
Branch: Tilak Marg, Jaipur  
Beneficiary Name: RUBAL MITTAL  
IFSC Code: SBIN0031510
- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

#### Option B – Cash Deposit

- Deposit INR 500 in the below-mentioned account:  
Bank: SBI  
Account number: 51102152450  
Branch: Tilak Marg, Jaipur  
Beneficiary Name: RUBAL MITTAL  
IFSC Code: SBIN0031510
- Scan a copy of the Bank Challan and mail it to [workshop@iiml-manfestvarchasva.com](mailto:workshop@iiml-manfestvarchasva.com)

#### Option C – PayTM

- Deposit INR 1200 in PayTM account of mobile number +91-8290657141 (Rubal Mittal)



- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

**Option D – UPI/ Google Pay/ BHIM**

- Deposit INR 500 in UPI address: mittalrubi05@oksbi (Rubal Mittal)
- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

**Step 2:** Fill the google form and fill your details to confirm your registrations.

(<https://goo.gl/forms/BEWrjxVtrXQ6Zn513> )

**NOTE:**

- Registration would be considered successful only after the completion of payment
- The confirmation mail will be received by the participants within 24 hours of receipt of payment
- Please be very careful while filling your Name, Contact ID and Transaction ID. IIM Lucknow's Manfest-Varchasva will not be responsible for any discrepancy. We have a No Refund Policy however you can swap with another person.

For more details, please drop a mail to [workshop@iiml-manfestvarchasva.com](mailto:workshop@iiml-manfestvarchasva.com) or contact:

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