



WORLD MARKETING & BRANDING FORUM

B E T H E B R A N D
O M A N / M U S C A T

تتوفر ترجمة مباشرة



Grand Millennium
Ballroom



Wednesday
30th October 2019





About the Forum :

In one full day on Wednesday 30th October 2019 with the presentations of 5 top world celebrities and gurus on Brands and Marketing, Muscat is hosting over 300 top Marketing, and Branding Managers and Directors from Oman, Qatar, Kuwait and Bahrain in a prestigious event for the 7th consequent year. (previous events all took place in Dubai at Burj Al arab Hotel).

The event will take place at 5 star Grand Millennium hotel Ballroom. (9:00 – 16:00).

In today's most competitive markets where brands are struggling to be recognized, and distinguished, this event will help pioneer marketing and branding directors to come up with and learn about the latest marketing and branding strategies and tools in 2020.

*NETWORK WITH THE BEST
IN BRANDING IN THE WORLD!*



Conference Titles & Topics:

Topic 1 ● **The Role of Powerful Brands in Creating Super Profits**

- What we can learn from a brief review of the past 50 years of marketing

Topic 2 ● **Build a Unique Marketing & Brand Formulation in 4 Cores:**

- Strategy, Creativity, Execution and Results

Topic 3 ● **Your brand could be worth 214 billion USD or 2500 USD.**

- It could be the most valuable asset or just some color on a piece of paper

Topic 4 ● **DATA Visualization : The Future of Customer engagement, and Customer Advocacy**

- Data visualization is all about value and engaging customer with data that they want to engage with

Topic 5 ● **Strategy, Storytelling & Identity: Secrets of Positioning and Differentiating Your Firm**

- Why is it so difficult to stand out in a crowded marketplace, and why do so many competitors sound the same?

Topic 6 ● **the new five-step model of Brand Citizenship. An integrative ethos that offers benefits to multiple stakeholders**

- This session will explain how real people define brand leadership and good corporate citizenship differently than the experts do



Why to attend?

- 72% of marketers say that branded online content is a better investment than buying ad space in magazines. **(Business2Community)**
- 69% of marketers prefer branded online content over direct mail. **(Business2Community)**
- How a brand uses color affects the visibility and reinforces brand recognition by up to 80%. **(Elle & Co)**
- 90% of purchases are influenced by visual factors like color. **(Lucidpress)**
- 95% of the top 100 brands use only one or two colors in their logo. **(Zuza)**

If the statistics above are exciting you to learn and develop yourself on the latest of the world of brands and marketing, This forum is for

YOU!



In one Packed day of strategies, tools, and values sharing by **5 top** global experts on marketing and branding strategies you will be well equipped and well taught on strategies and tools on how to further **develop your brand, Sales and how better attract, keep and enthuse your customers.**

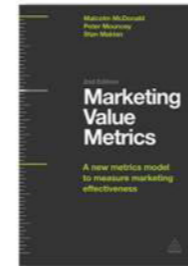
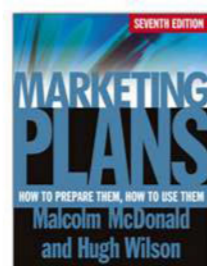


This is an event not to miss, if you CARE about your BRAND And COMPANY contact us to book your seat on Wednesday 30th October at Grand Millennium Hotel Muscat.



Prof. Malcolm McDonald

- Listed in the UK's Top Ten Business Consultants by "The Times" magazine
- Author of forty six books, including the best seller "Marketing Plans"
- Chairman of Brand Finance plc for seven years
- A 7 Year Marketing and Sales Director of Canada Dry



Janne Bjorge

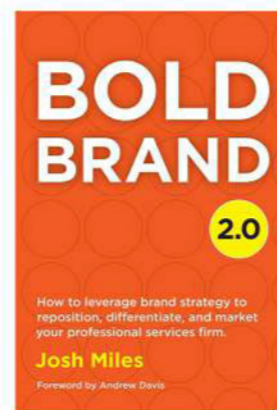
- Global Marketing for "Salomon Sport" for 7 years with a record in Sales
- A senior Brand advisor for Carlsberg, Audi, Volkswagen, Spotify
- Frequent Lecturer at the University of Gothenburg.





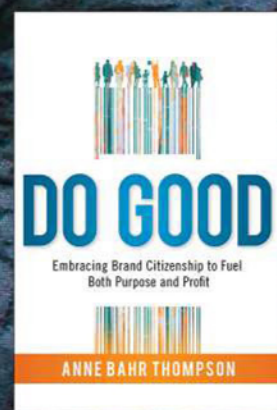
Josh Miles

- Chief Marketing Officer for SMPS, a professional association of A/E/C marketers.
- Advisory board member of the Purdue University Lamb School of Communication,
- Author of a best seller "Bold Brand 2.0."
- honored as one of the Indianapolis Business Journal's 40 Under 40,



Anne Bahr Thompson

- A former executive director of strategy and planning and head of consulting at "Interbrand", the world's leading brand consultancy
- Brand Advisor to :Aegon, adidas, American Cancer Society, Citibank, Emerson, HardRock Cafe, IBM, ING
- Named Trust Across America 2018 Top Thought Leader in Trust
- Professor at New York University Stern School of Business's.



Markus Kramer



- Former Chief Marketing Officer at Vertu Mobile & Aston Martin Car
- Member of European Board of the Chief Marketing Officer (CMO)
- Author of The "Guiding Purpose Strategy, A Navigational Code for Brand Growth"
- Senior Fellow of Brand Management at Cass Business School in London




FEE & REGISTRATION

Silver  1.144,87 VAE (300 \$)

- Seat reservation
- Lunch

Gold VIP  1.526,50 VAE (410 \$)

- Seat in front
- Special buffet lunch
- Photo with Speakers

Platinum VVIP  2.098,93 VAE (570 \$)

- Front row seat
- Private lunch with Speakers
- Photo session with Speakers
- Private gala dinner with Speakers
- Book signing by Speakers



A Certificate signed by all the speakers will be granted at the end of the forum to the delegates

Register now!

Online: www.impactersevents.com
or call us: +97144220567

7th Mena Award ceremony



Mena Best Corporate Brand Award 2019

Mena Best Personal Brand Award 2019


Grand Millennium Ballroom

30th October 2019

19:00 - 21:00



Some of Mena Award Winners!



Register Today & Make a Memorable BRAND with New Excellent Strategies & Tools!



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Developing Global Leaders

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