



Goa University
Goa Business School

✦ **Report on Building 'your' corporate brand** ✦
design & deliver

1. Title of the Event/Activity/program	Building your corporate brand design and deliver
2. Date and Time	Date: 30 th September 2022 Time: 3:00pm
3. Mode of conduct (Physical/Online)	Offline
4. School/ Directorate/ Section	Goa Business School
5. Collaborating Agency/School/Directorate	N/A
6. Detail of the Resource Person (Brief biodata)	Shri Prashant Menon Founder and Director, Workplace Dynamics, Mumbai
7. Number of Faculty attended/participated	5
8. Number of Student attended / participated	33
9. No. of external students/faculty/other participants	None

Shri
29/09/2023
PD. MBA



10. The objectives of the Program/activity/event

The talk focused on "Building Your Corporate Brand Design and Delivery" which had a primary objective of guiding individuals and organizations in establishing a robust and impactful brand identity. It aims to emphasize the critical role branding plays in shaping a company's reputation, customer perception, and market positioning. Through this discussion, attendees gain insights into the strategic aspects of branding, including logo design, messaging, and visual consistency. They also learn how to align their brand with their core values and mission to foster authenticity and build lasting customer loyalty. Ultimately, the talk empowers participants to navigate the intricacies of branding to achieve long-term success and recognition in their respective industries

11. Description of the Program/activity/event

The event was held at Goa Business School, Goa University on 30th September at sharp 3:00pm at the seminar hall of the college. The speaker was introduced by the faculty and welcomed by the students. The topic was Building your corporate brand design and deliver. The speaker spoke on how itdelves into the profound benefits of a robust brand strategy. It emphasizes how a meticulously crafted corporate brand can bolster customer recognition and trust, ultimately cultivating greater customer loyalty and advocacy. Effective branding drives differentiation in competitive markets, making it a magnet for talent and investment. Furthermore, it serves as a vehicle for conveying a company's core values and mission, fostering alignment among employees and a shared sense of purpose. A compelling brand also serves as a catalyst for strategic expansion and collaboration. In sum, this discussion underscores that a well-executed corporate



	brand development and delivery strategy is the bedrock of enduring success, expansion, and positive market influence. The talk ended with Vote of thanks.
12. Benefit/Key outcomes of the Program/activity/event	It highlights how a well-crafted corporate brand can enhance customer recognition and trust, leading to increased customer loyalty and advocacy. Effective branding fosters differentiation in competitive markets, attracting talent and investment. Moreover, it aids in conveying a company's values and mission, aligning employees, and fostering a sense of purpose. A compelling brand also supports strategic expansion and partnerships. Overall, this discussion underscores that a well-executed corporate brand design and delivery strategy is a cornerstone of sustained success, growth, and positive market impact.

Signature: *Teja Khemdivkar*

Name of coordinator *Ms. Teja Khemdivkar*

Designation: *Asst. Professor*

Date: *29/04/2023*

Signature

Dean/Director/Head

Seal of the School/Directorate/University

✦ Poster ✦



**GOA BUSINESS SCHOOL,
GOA UNIVERSITY**

PRESENTS

FOMENTO

LECTURE SERIES 2022

**Building 'your' corporate
brand - Design and Deliver**

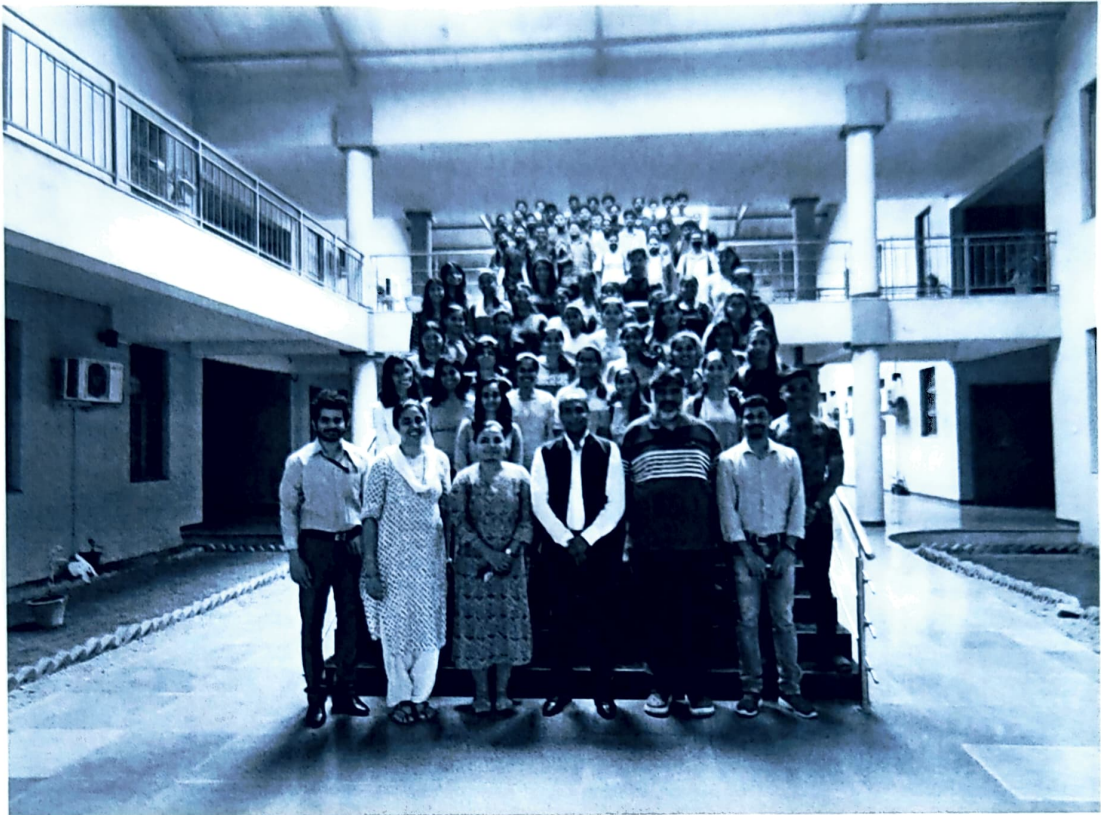
Shri, Prashant Menon,
Founder and Director, Workplace
Dynamics, Mumbai

 **SEPT 30 . 3.00PM**

 **GOA BUSINESS SCHOOL,
FACULTY BLOCK-F**



✦ Photo Gallery ✦



★ Attendance ★

Talk: Building 'your' corporate brand
Date: 30th September 2022

Sr. No.	Seat No./Roll No.	Name	1
1	22P0280001	GRIEZELLE ROYCEE DA SILVA	<i>[Signature]</i>
2	22P0280002	SOSA PRIMLA	<i>[Signature]</i>
3	22P0280003	YADAV PRITI KUMARI SHIVKUMAR	<i>[Signature]</i>
4	22P0280004	ABHISHEKH AMARNATH HALANKAR	
5	22P0280005	ADITI LAXMIKANT NAIK	<i>[Signature]</i>
6	22P0280006	AMONKAR DIKSHA DEVANAND	
7	22P0280007	ASHTON ANTHONY DIOGO FERNANDES	<i>[Signature]</i>
8	22P0280008	BHAGAT SANKESH SANDESH	
9	22P0280009	BHAT MUKESH VENKATESH	
10	22P0280010	CHAITALI CHANDRASEKAR NAIK	
11	22P0280011	COLACO ZELIA UJWALA	<i>[Signature]</i>
12	22P0280012	D'SOUZA JOANN	<i>[Signature]</i>
13	22P0280013	D'SOUZA NICOLETTE ASSUMPTION	<i>[Signature]</i>
14	22P0280014	DE SOUZA ALISHA SARITA	<i>[Signature]</i>
15	22P0280015	DESSAI SABURI HEMANT	
16	22P0280016	DINESH A PRABHU	
17	22P0280017	ELTON REUBEN DSOUZA	<i>[Signature]</i>
18	22P0280018	FERRAO SAVIO CONROY ADOLFO	<i>[Signature]</i>
19	22P0280019	FLOIRA LISA NIASO	<i>[Signature]</i>
20	22P0280020	GAUDE BRIJESH LAVU	<i>[Signature]</i>
21	22P0280021	GAUNKER SAISHWAR KHUSHALI	<i>[Signature]</i>
22	22P0280022	GAVANDE SAIDEEP UDAY	
23	22P0280023	GOURISH PRAKASH KERKAR	<i>[Signature]</i>
24	22P0280024	GUPTA VIKASH	<i>[Signature]</i>
25	22P0280025	JUDE SALES	<i>[Signature]</i>
26	22P0280026	KALPEKAR TEERTHA SHANKAR	
27	22P0280027	KAREKAR SHARVARI SATISH	
28	22P0280028	KARTIKA DAYANAND NADKARNI	

29	22P0280029	KORGAONKAR SANKEEKA KISHOR	
30	22P0280030	LOIS PATRIC	Lois
31	22P0280031	MAZHAR NASSER ALI SHAIK	Shai
32	22P0280032	MOHAMED GHUFRAN KHAN	GH
33	22P0280033	MOHAMMAD FAYEQ SADED	
34	22P0280034	MOHAMMED ANAS MUNAF	Anas
35	22P0280035	MOHAMMED ANIS SAYED	Anis
36	22P0280036	NADKARNI SAIKRISHNA SANTOSH	
37	22P0280037	NAGVEKAR NIKHIL NARAYANRAO	
38	22P0280038	NAIK KHANDOLKAR SOURABH SHANU	Shanu
39	22P0280039	NAIK NEHAL PRASHANT	Ne
40	22P0280040	NAIK SANGHAVI SUDHAKAR	Sang
41	22P0280041	NAIK YOGISH MADHU	
42	22P0280042	NIDHI NANDEDKAR	Nidhi
43	22P0280043	OMRAJ SHIVPRASAD TIVREKAR	
44	22P0280044	P.K SANIA RAMDAS	
45	22P0280045	PARAB ABHIRAJ SUDAM	
46	22P0280046	PAWAR AMITA ASHOK	
47	22P0280047	PEDNEKAR ASHWINI ASHOK	
48	22P0280048	PHADTE ARYA KEDAR	
49	22P0280049	QUDRATULLAH JILANI	Qud
50	22P0280050	RAIKAR YASH DAMODAR	Yash
51	22P0280051	RAJAS SURENDRA NAIK	Rajas
52	22P0280052	RANEN PAUL D'SOUZA	Ranen
53	22P0280053	RIYA RAMBHAU KHANDEKAR	Riya
54	22P0280054	RODRIGUES DEBORAH SANTANA	Deborah
55	22P0280055	RONALD JOSEPH	Ronald
56	22P0280056	RUKMISHA VERLEKER	
57	22P0280057	S JOSHUA RICHIN	
58	22P0280058	SAANIYA SHIVANAND KAMAT	

59	22P0280059	SAIRAJ PANDURANG NAIK	
60	22P0280060	SAWANT SHRIYA SHRIRAM	<i>Shri</i>
61	22P0280061	SHAIKH RUKSAR	
62	22P0280062	SHIRODKAR VRUNDALI VIJAYKUMAR	
63	22P0280063	SHIRODKER NIDHI PRAKASH	
64	22P0280064	SHIRVOIKER ASMITA ANANT	
65	22P0280065	SHIVANI SANGANAGOUDA PATIL	<i>Shw</i>
66	22P0280066	SNEHAL SHARAD CHOPDEKAR	<i>Chop</i>
67	22P0280067	SURABHI SHRIHARI KAUTHANKAR	
68	22P0280068	SUSAN FEBI REJI	
69	22P0280069	SUYASH SUNIL FALKAR	
70	22P0280070	URVESH UDAY KOTHARKAR	
71	22P0280071	VAISHNAVI ASHOK KUMAR SINHA	<i>Shr</i>
72	22P0280072	VEDANT VIBHAYA POROBO DESSAI	
73	22P0280073	YATISH BHARAT BANDEKAR	