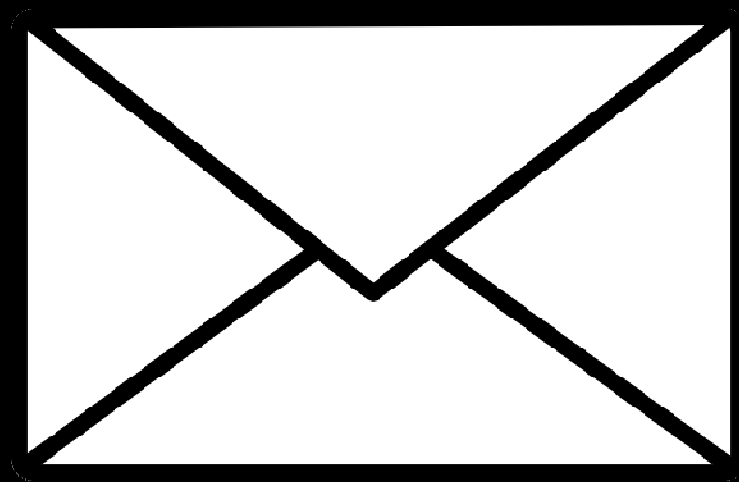


Date : 1.November 2012
Mail From Existing Client, **Educomp Raffles Higher Education Ltd**



Dr. Philip Kotler is coming to India on 14th March...
Is Relio Quick game to be an organiser for the Event ?

Relio Quick said **NO**

Relio Quick proposed, we don't want to be just an organiser for the event but Equal Partner for Profit and Loss...we'll take money only if we make money for Educomp....

IMC FLOW CHART



Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013

JRE SCHOOL OF *Management*

Dr. Philip Kotler

Powered by

RelioQuickTM
Integrated Marketing Communication Experts

Challenge Ahead : 600 Delegates @ Rs 30,000 for a
Full Day Certified Training Programmes
And 100 CEOs for a Gala Dinner @ Rs 50,000

OUR APPROACH

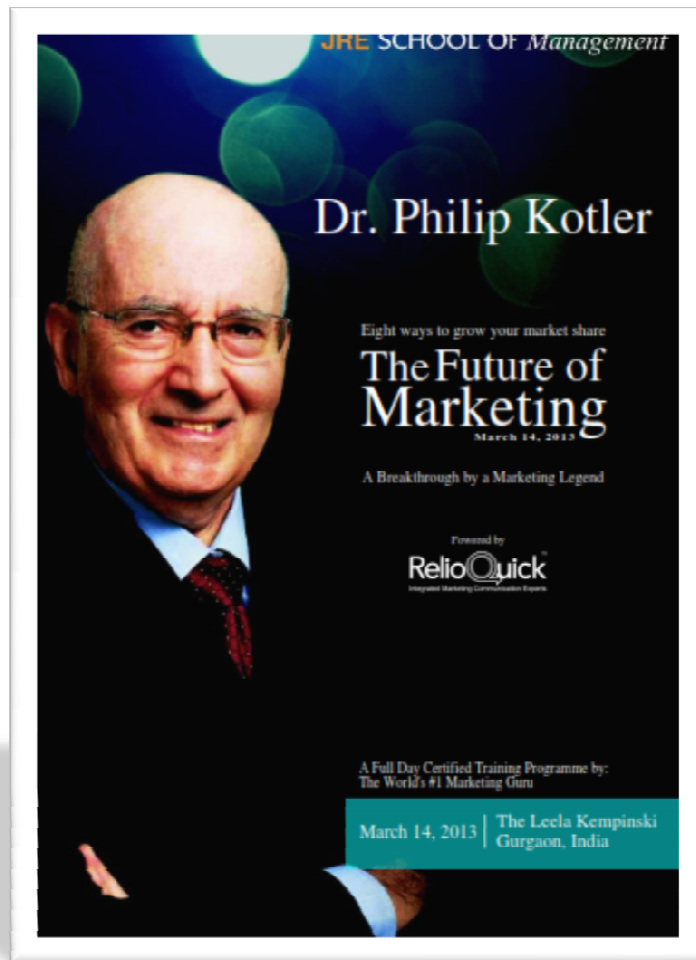
IMC

Using “Q Sense”

“ Q Sense “

Right blend of 5 senses to build a brand
experience

Date : 1.12.2012 : All event collaterals ready for print



Brochure



Covering letter



Dr. Philip Kotler in India
for a Full Day Certified Training Programme

Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013
THE LEELA KEMPINSKI, GURGAON, INDIA



Present your brand as an industry leader at the most high profile platform.

Promote strengths of your brand and build brand equity at a Full Day Certified Training Programme. By sponsoring this Programme, you will not only receive unsurpassed recognition but also get an excellent opportunity to network with industry leaders who can add new dimensions to your business prospects.

Presenting Sponsorship: ₹ 1 Crore + S.T.

- Panel Discussion with Dr. Philip Kotler**
 Create an impact in the business world and raise your profile by being a part of the Panel Discussion with Dr. Philip Kotler
 Participate in a Panel Discussion with Dr. Philip Kotler, which would be telecasted on a Business Channel like CNBC TV 18/ET NOW/ZEE. Moreover, get an opportunity to showcase your brand on the backdrop as a Presenting Sponsor which would get covered during the telecast.
- Brand Promotion with a budget of more than ₹ 1 crore**
 Widen the arena of your presence by Extensive Brand Promotion through various media
 Brand Promotion through television, radio, print and online marketing with a budget of more than ₹ 1 crore. The Press Releases sent to the media would carry your name as a Key Sponsor.
- Get attention of industry leaders**
 Register your strong presence among industry leaders by displaying your logo on the all collaterals related to the Programme.
 Branding on all event collaterals which would include backdrops, tent cards, AVs, delegate kits, standees and all other associated collaterals.
- 20 Delegate Passes**
 For the Certified Training Programme
 (Each Pass is worth ₹ 30,000 + S.T.)
- 4 Delegate Passes**
 For the CEO Dinner
 (Original cost per invite is ₹ 50,000 + S.T.)

Powered by
RelioQuick
Integrated Marketing Communication Experts



Dr. Philip Kotler in India
for a Full Day Certified Training Programme

Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013
THE LEELA KEMPINSKI, GURGAON, INDIA



Present your brand as an industry leader at the most high profile platform.

Promote strengths of your brand and build brand equity at a Full Day Certified Training Programme. By sponsoring this Programme, you will not only receive unsurpassed recognition but also get an excellent opportunity to network with industry leaders who can add new dimensions to your business prospects.

Platinum Sponsorship: ₹ 50 Lacs + S.T.

- Round Table Discussion with Dr. Philip Kotler**
 Raise your profile by being a part of the Round Table Discussion with Dr. Philip Kotler
 Be a part of the Round Table Discussion with Dr. Philip Kotler. Your organization will be the Title Sponsor for this discussion and would get covered during the telecast of it on a business channel like CNBC TV 18/ET NOW/ZEE.
- Brand Promotion with a budget of more than ₹ 1 crore**
 Widen the arena of your presence by extensive Brand Promotion through various media
 Brand Promotion through television, radio, print and online marketing with a budget of more than ₹ 1 crore. The Press Releases sent to the media would carry your name as a Key Sponsor.
- Get attention of industry leaders**
 Register your strong presence among industry leaders by displaying your logo on the all collaterals related to the Programme.
 Branding on all event collaterals which would include backdrops, tent cards, AVs, delegate kits, standees and all other associated collaterals.
- 10 Delegate Passes**
 For the Certified Training Programme
 (Each Pass is worth ₹ 30,000 + S.T.)
- 2 Delegate Passes**
 For the CEO Dinner
 (Original cost per invite is ₹ 50,000 + S.T.)

Powered by
RelioQuick
Integrated Marketing Communication Experts



Dr. Philip Kotler in India
for a Full Day Certified Training Programme

Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013
THE LEELA KEMPINSKI, GURGAON, INDIA



Present your brand as an industry leader at the most high profile platform.

Promote strengths of your brand and build brand equity at a Full Day Certified Training Programme. By sponsoring this Programme, you will not only receive unsurpassed recognition but also get an excellent opportunity to network with industry leaders who can add new dimensions to your business prospects.

Gold Sponsorship: ₹ 25 Lacs + S.T.

- Brand Promotion with a budget of more than ₹ 1 crore**
 Widen the arena of your presence by extensive Brand Promotion through various media
 Brand Promotion through television, radio, print and online marketing with a budget of more than ₹ 1 crore. The Press Releases sent to the media would carry your name as a Key Sponsor.
- Get attention of industry leaders**
 Register your strong presence among industry leaders by displaying your logo on the all collaterals related to the Programme.
 Branding on all event collaterals which would include backdrops, tent cards, AVs, delegate kits, standees and all other associated collaterals.
- 10 Delegate Passes**
 For the Certified Training Programme
 (Each Pass is worth ₹ 30,000 + S.T.)
- 2 Delegate Passes**
 For the CEO Dinner
 (Original cost per invite is ₹ 50,000 + S.T.)

Powered by
RelioQuick
Integrated Marketing Communication Experts

Letters for Sponsorship...

To meet the objective ...it was important to first
identify the TG and medium to be used to communicate to
them...

Our TG



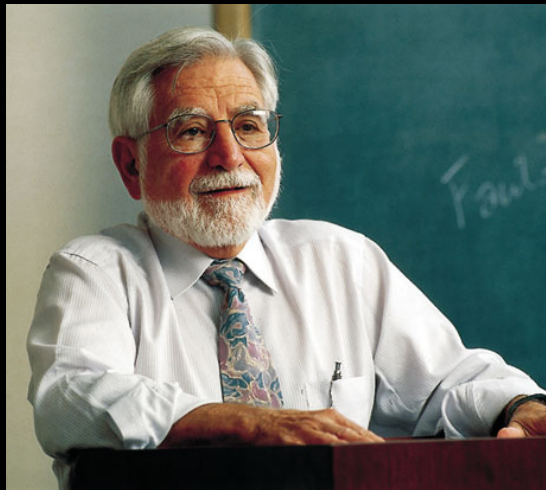
Marketing Professionals who have a zeal to upgrade their skill sets...

Our TG



Entrepreneur who wants to learn new trends to grow their business

Our TG



Academics...

Our TG



Students and B-School Alumni...

Consumer Behaviour of TG

Addictive to
checking mails

Likes to be a part of
Various associations/
Organisational body



Key source of
information
Is internet

Active on Social
Networking
Platforms like LinkedIn,
FB, Twitter etc.

Look for forums
To network.





A Lifetime Opportunity to attend a Full Day Certified Training Programme by the World's #1 Marketing Guru

Dr. Philip Kotler

Powered by
RelioQuick
Integrated Marketing Communication Experts

Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013
THE LEELA KEMPINSKI, GURGAON, INDIA

REGISTER NOW
CLICK HERE

The ever-changing business world needs a relevant marketing approach that helps to overcome the challenges and expand business horizon. The inventor of 4Ps of Marketing himself is coming to India to unveil a new road to change.

The Full Day Certified Training Programme on 'Eight ways to grow your marketing share-The Future of Marketing' includes:

SESSION 1: How to deal with your company's major business challenges and opportunities

SESSION 2: How to search for powerful new ideas and innovate successfully



Certificate personally signed by Dr. Philip Kotler

EARLY BIRD DISCOUNT-10% (FOR REGISTRATION UPTO 31ST JANUARY, 2013)
CORPORATE DISCOUNT-10% (FOR 5 OR ABOVE PARTICIPANTS)

For registration please contact
Nikita | regn@philipkotlerinindia.com | +91-9310335603
For online registration visit www.philipkotlerinindia.com

If you can't see the mailer, please click here
If you do not wish to receive any such special mailers, click here





Be one of the top 100 executives who will attend a CEO Dinner with the World's #1 Marketing Guru

Dr. Philip Kotler

Powered by
RelioQuick
Integrated Marketing Communication Experts

Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013
THE LEELA KEMPINSKI, GURGAON, INDIA

REGISTER NOW
CLICK HERE

Dr. Philip Kotler is coming to India for a Full Day Certified Training Programme on Eight ways to grow your market share-The Future of Marketing. More than 100 CEOs and COOs of leading organizations have been invited for a CEO Dinner in honor of Dr. Philip Kotler.

The CEO Dinner is an interactive session with Dr. Philip Kotler which will help industry leaders to discuss more about the opportunities and challenges of Future Marketing. Also, how they should practice the integrated approach to leverage the opportunities and deal with the challenges.

- Discover valuable and impactful information with CEOs, CMOs and COOs
- Share marketing related concerns
- Ask questions directly to Dr. Philip Kotler
- Grasp innovative ideas for Future Marketing
- Learn how to overpass competition using technology and online development
- Network with other important members of the business community
- Help your business grow



CEO DINNER
Venue: Pearl Ball Room, The Leela Kempinski, Gurgaon

EARLY BIRD DISCOUNT-10% (FOR REGISTRATION UPTO 31ST JANUARY, 2013)
BOOK A TABLE FOR 8 @ ₹ 3,75,000 + Service Tax

For registration please contact
Deepak Mahendru | deepak@philipkotlerinindia.com | +91-9811111987
For online registration visit www.philipkotlerinindia.com

If you can't see the mailer, please click here
If you do not wish to receive any such special mailers, click here

Emailers sent to internal LinkedIn database.
Approx 12,000 Emailers sent every Week

Tie-up with various Organisation




Emailers sent to member base of organisations...
Touch base with close to 50,000 prospects....
Emails sent @ 15 days


Linked -In campaign based on TG

LinkedIn Account Type: Pro 39 Vikram Bhatia Add Connections




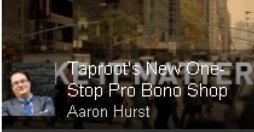
Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced

[The best infrastructure for VDI is converged compute + storage. Read the ESG Lab Review.](#)

Share an update... 

Share with: LinkedIn 

LinkedIn Today recommends this news for you All Updates ▾


My Predictions for Online Advertising in 2013
Gurbaksh Chahal


Working from home?
10 tips for women.
Linda Coles

Taproot's New One-Stop Pro Bono Shop
Aaron Hurst







More Influencer Posts ▸

Your network's talking about:

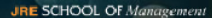

 **Manager – Content & Social Media with 1 – 3 years experience for A...**
jobs.sutrah.com • Share

 **Binal Shah** shared this.
Like (5) • Comment • 2 hours ago

PEOPLE YOU MAY KNOW

-  **Kritika Vohra**, Assistant Manager- Online Marketing at  [Connect](#) ×
-  **Ritu Kaul**, Head - International Business at Tyroo  [Connect](#) ×
-  **Prashant Choudhary**, Brand Advertising on Mobile - Indonesia  [Connect](#) ×

[See more ▸](#)

 **Dr. Philip Kotler** is coming to India
For a Full Day Certified Training Programme
Powered by  Rollover to Know More [KNOW MORE](#)

WHO'S VIEWED YOUR PROFILE?

8 Your profile has been viewed by 8 people in the past 15 days.

12 You have shown up in search results 12 times in the past 7 days.

Done Internet | Protected Mode: Off 100%

Linked -In campaign based on TG

The screenshot shows a LinkedIn profile for Vikram Bhatia. The top navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is located on the right. The main content area displays a post titled "My Predictions for Online Advertising in 2013" by Gurbaksh Chahal, which includes a diagram of various marketing channels. To the right of the post, there is a section titled "PEOPLE YOU MAY KNOW" listing three individuals: Kritika Vohra, Ritu Kaul, and Prashant Choudhary. Below the post, a large advertisement for "The Future of Marketing" event is visible, featuring a portrait of a man and text about eight ways to grow market share. The event is scheduled for March 14, 2013, at The Leela Kempinski in Gurgaon, India. The advertisement also mentions a corporate discount of 10% for 5 or more participants and an early bird discount of 10% for registration up to January 31, 2013. At the bottom of the page, a status bar shows "Done" and "Internet | Protected Mode: Off".

For VP and above and Fortune 100 companies

LinkedIn Account Type: Pro 39 Vikram Bhatia Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced

[The best infrastructure for VDI is converged compute + storage. Read the ESG Lab Review.](#)

Share an update...
Share with: LinkedIn

LinkedIn Today recommends this news for you

My Predictions for Online Advertising in 2013
Gurbaksh Chahal

You've followed his writings
Now directly learn from the marketing legend himself

The Future of Marketing
Eight ways to grow your market share
MARCH 14, 2013
THE LEELA KEMPINSKI, GURGAON, INDIA
CORPORATE DISCOUNT-10% (FOR 5 OR ABOVE PARTICIPANTS)
EARLY BIRD DISCOUNT-10% (FOR REGISTRATION UPTO 31ST JAN, 2013)

Your network's talking about:
Manager – Content & Social Media with 1 – 3 years experience for A...
jobs.sutrah.com • Share

Binal Shah shared this.
Like (5) • Comment • 2 hours ago

WHO'S VIEWED YOUR PROFILE?
8 Your profile has been viewed by 8 people in the past 15 days.
12 You have shown up in search results 12 times in the past 7 days.

Done Internet | Protected Mode: Off 100%

For Students and B-School alumni

LinkedIn Account Type: Pro 39 Vikram Bhatia Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced

[The best infrastructure for VDI is converged compute + storage. Read the ESG Lab Review.](#)

Share an update...

Share with: LinkedIn

LinkedIn Today recommends this news for you

My Predictions for Online Advertising in 2013
Gurbaksh Chahal

Learn to grow your market share even in the most challenging times
JRE SCHOOL OF Management
RelioQuick
KNOW MORE

Dr. Philip Kotler is coming to India
JRE SCHOOL OF Management
For a Full Day Certified Training Programme
RelioQuick
KNOW MORE

The Future of Marketing
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Like (5) • Comment • 2 hours ago

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Done Internet | Protected Mode: Off 100%

For Entrepreneur

Social Media Activity

The screenshot shows a Facebook page for 'Philip Kotler in India'. The page features a large banner for 'The Future of Marketing' by Dr. Philip Kotler, scheduled for March 14, 2013, at The Leela Kempinski, Gurgaon, India. The banner includes a photo of Dr. Philip Kotler and the RelioQuick logo. Below the banner, there is a section for 'Company' information, a 'Photos' gallery, and a 'Contest Winners' section. The page also has a 'Sponsored' section with ads for 'Handbag Dhamaka SALE' and 'Do you love your husband?'. On the right side, there is a list of friends and a 'More Friends' section. The bottom of the page shows the Facebook navigation bar and the system clock indicating 15:54 on 26-03-2013.

Firefox (1) Philip Kotler in India
https://www.facebook.com/PhilipKotlerIndia?ref=ts&fref=ts

facebook Search for people, places and things

JRE SCHOOL OF Management

Create Page

Sponsored

Handbag Dhamaka SALE! jabong.com

Stylish Handbags at Stunning Prices! Don't Miss!

Do you love your husband? Your love makes me strong

Increase the love in your marriage at FamilyShare.com.

Bhumika Bhatia likes I Love My Mum (FamilyShare.com)

Now Founded

Swati Hasija was tagged in Dj Tanik's photo.

Sonali Mittal likes Ankur Garg's photo.

Sonali Mittal likes Vidya Rajkumar's photo.

Garima Nirmann changed her profile picture.

Garima Nirmann commented on Varun Rastogi's photo: "Now this is super like :-D"

Garima Nirmann likes Varun Rastogi's photo.

Harleen Kaur Sh

Jagriti Anand

Manish Sinha

Manmeet Singh

Mukund Prabhakar

Rishap Malhotra

Sandeep Mosamkar

Shweta Sinha

Sonali Mittal

MORE FRIENDS (3)

Sheetal Goel

Eight ways to grow your market share

The Future of Marketing

Dr. Philip Kotler

MARCH 14, 2013 | THE LEELA KEMPINSKI, GURGAON, INDIA

Powered by RelioQuick Integrated Marketing Communication Experts

Philip Kotler in India

1,913 likes · 103 talking about this

Company

Full Day Certified Training Programme on Eight Ways to Grow Your Market Share-The Future of Marketing by Dr. Philip Kotler, at The Leela Kempinski, Gurgaon

About - Suggest an Edit

Photos Videos Events Contest Winners

Highlights

Post Photo / Video

Recent Posts by Others on Philip Kotler in India See All

https://www.facebook.com/ajax/emu/end.php?eid=AQJBcD5qebIbEJeww6iY247IRincIpiXIS500NB2hKS_reTW3GeN3JBFA7w...oSLPVkVLRWqZMK6tsYaf6H0wE_iQHYd3mpLaSo&f=1&ui=6006959777181-id_51517744ef02b1850309014&en=1&a=0&sig=94394

15:54 26-03-2013

Hype on Facebook

Firefox Philip Kotler in India Twitter / Welcome

Twitter, Inc. (US) https://twitter.com/welcome/recommendations/search?q=Philip Kotler&full-results=true

Build your timeline
Follow people to get their Tweets in your timeline.
Start by following 5

Philip Kotler

Back Results for: Philip Kotler

philipkotler @Philip_Kotler


Philip Kotler @KOTLERMARKETING

Philip Kotler @koti

Philip Kotler @kosanghun

Philip Kotler @PhilOssifer

Profile summary




Philip Kotler
@KOTLERMARKETING


The author of Marketing Management: Analysis, Planning, Implementation and Control, the most widely used marketing book in graduate business schools.

3 TWEETS 37 FOLLOWING 1,461 FOLLOWERS

[Follow](#)

 **Philip Kotler** @KOTLERMARKETING 13 Dec
Good companies will meet needs; #greatcompanies will create markets

 **Philip Kotler** @KOTLERMARKETING 7 May
Ask yourself "Is there a unique way of delivering value" at each step in the consumption chain, for new ways to solve problems #marketing

 **Philip Kotler** @KOTLERMARKETING 2 May
Marketing is the art of brand building.If you are not a brand, you are a commodity, then the low-cost producer is the only winner #marketing

16:01 26-03-2013

Tweet for Interaction

Screenshot of a LinkedIn group page titled "Philip Kotler In India". The browser address bar shows the URL: http://www.linkedin.com/groups/Philip-Kotler-In-India-4853138?trk=myg_ugrp_ovr.

The LinkedIn header shows the user is logged in as "Preeti Nirman" with an account type of "Basic". Navigation links include Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is also present.

The group page features a header with the group name "Philip Kotler In India" and tabs for Discussions, Members, Promotions, Jobs, Search, Manage (6), and More... A "Share group" link is also available.

Below the header, there is a section for "Your Activity" with a "Start" button for Discussion or Poll. A text box prompts the user to "Start a discussion or share something with the group...".

The "Most Popular Discussions" section displays a post by "Shubham Anand" titled "This is a Life Time Opportunity to learn and meet Dr Philip Kotler in person the latest in Marketing Strategy !". The post was made 9 days ago and includes a comment: "Yes Indeed it was...Feeling privileged, enriched and and more confidant Marketeer today...". There are 6 comments in total.


The "Latest Updates" section shows three members who have joined the group: "Pradheep Ramakrishnan" (16 hours ago), "Shashank Sambre" (6 days ago), and "Partha Bhattacharyay" (7 days ago). Each update includes a "Send message" link.

An advertisement for "Orange Jobs" is visible, stating "quick and easy access to all jobs and internships at Orange worldwide".

The Windows taskbar at the bottom shows the date and time as 16:05 on 26-03-2013.

Discussions at LinkedIn Groups

Online Partnership


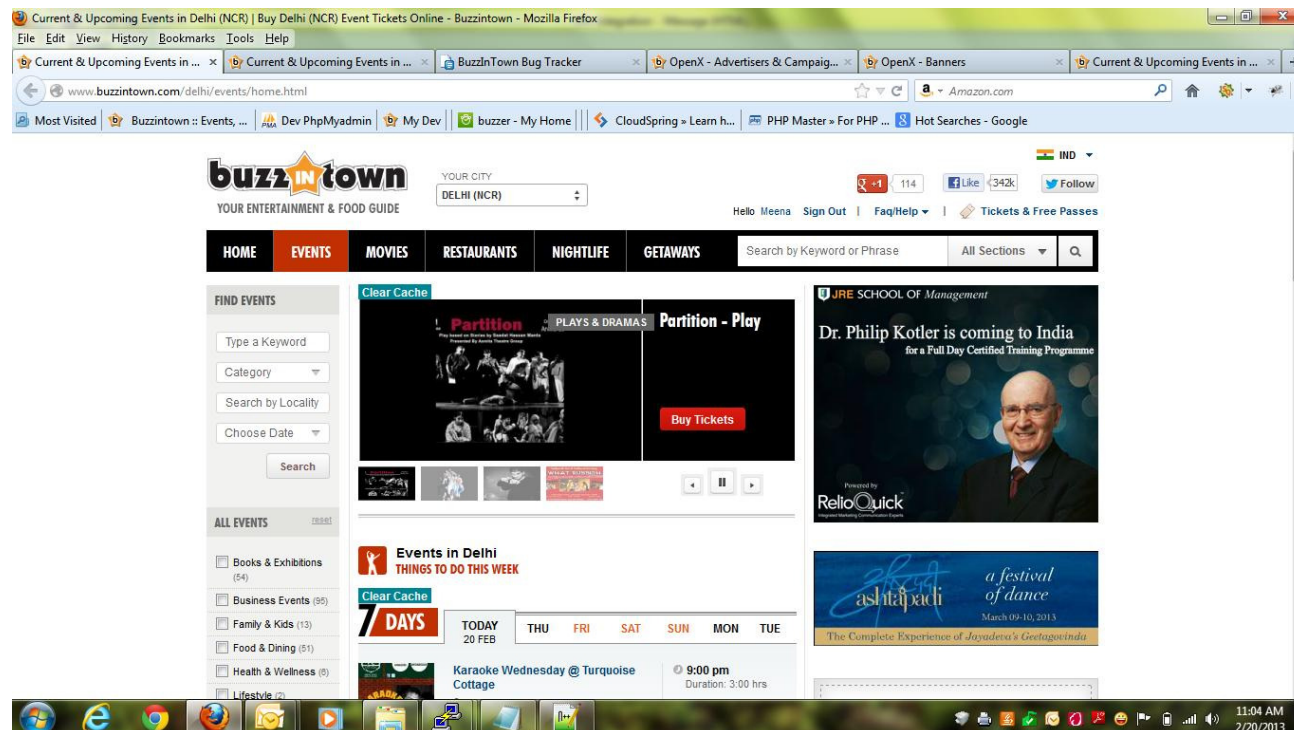


Eight Ways to Grow Your Market Share - The Future of Marketing - Certified Training Programme by Dr. Philip Kotler

Mar 14
THURSDAY
8:00 AM

at **The Leela Kempinski Hotel, Gurgaon**

VIEW DETAILS



Eight Ways to Grow Your Market Share - The Future of Marketing - Certified Training Programme by Dr. Philip Kotler

Mar 14
THURSDAY
8:00 AM

at **The Leela Kempinski Hotel, Gurgaon**

VIEW DETAILS

Online Partnership

Firefox (1) - akhilesh.sin... Choose Database... http://d...dex.html afaqs! Inventory... Inbox (3,757) - ak... News on Adve... Inbox (3,757) - ak... Workspace Login + Feedback

www.afaqs.com/news/index.html Web Search

afaqs! | Campus | The Mobile Indian | The Podium |

**DIGITAL MARKETING PROGRAM**
Mumbai: 15 Mar - 16 Mar, 2013
R P Singh Sneha Kataria Amit Lall
Advertisement

**AXN sends you to LA!**
Click, play and win a trip from AXN to the sets of 'The Voice'

**Dr. Philip Kotler in India, March 14, 2013**
Register Now! for a full day certified training programme

**Creative Showcase**
Tata Docomo - Enjoy social networking

Home **News** Advertising Media Directories Community Jobswitch afaqs! TV Search

Latest News People Guest Articles Points of View Interviews Case Studies afaqs! Reporter Special Reports Industry Events Last 30 Days

LATEST NEWS

**Walk the Line after booze cruise, urges Bacardi**
The activity raises awareness about responsible drinking by testing people's steadiness after they are a few pegs down.

**Standard Chartered launches first India-specific campaign**
For the first time, the multinational bank has launched an India-specific multi-media campaign.

**Foresight Communication ropes in Anjan Sen as president**
Sen comes with an experience of more than 25 years in advertising, strategic planning and corporate communications.

**L&K CCO Amardeep Singh quit**
Singh, who headed the creative function in North and East zones, joined the agency last year.

**GETIT acquires Network18's YellowPages.co.in and AskMe.in**
Though the financial details of the agreement were not disclosed, GETIT states that the combined entity will be called GETIT Infomedia and will be wholly owned by GETIT shareholders.

**MediaCom Delhi gets new head**
Niti Kumar, national director, insights and new business, will replace Vinish Joshi, GM, who is moving on.

INDUSTRY EVENTS

Goafest 2013
In-Store Asia 2013 (Expo, Convention and Awards)
adtech Delhi 2013
The Global Youth Marketing Forum 2013

AFAQS! REPORTER

 Download the latest issue in PDF format
Issue February 16-28 2013

DAILY NEWSLETTER Show


Advertisement


replay

BW/BUSINESSWORLD BECOME THE STORY

READ BW/BUSINESSWORLD FORTNIGHTLY

BW/BUSINESSWORLD BECOME THE STORY Close (X)

Windows Taskbar: News on Adver... New Message... Campaign Scre... afaqs! Mailer Tr... TBR Projection... Google Talk 3:24 PM 3/1/2013

Online Partnership

Firefox (1) - akhilesh.sin... Choose Database... http://d...dex.html afaqs! Inventory ... Inbox (3,757) - ak... Advertising, O... Inbox (3,757) - ak... Workspace Login +

www.afaqs.com/advertising/index.html ☆ Web Search

afaqs! | Campus | The Mobile Indian | The Podium |



Advertisement



AXN sends you to LA!
Click, play and win a trip from AXN to the sets of 'The Voice'



Dr. Philip Kotler in India, March 14, 2013
Register Now! for a full day certified training programme



Creative Showcase
Tata Docomo - Enjoy social networking

Home News Advertising Media Directories Community Jobswitch afaqs! TV

Creative Showcase Storyboards News Interviews Account Movements Brand Search

f t in

CREATIVE SHOWCASE

TV Print OOH Digital Radio



STORYBOARDS



Today's Storyboard
Brand: OLX.in
Agency: Saatchi & Saatchi
Category: Online media | Services
Description: OLX.in sell anything at a good price.
Read more.

NEWS

Standard Chartered launches first India-specific campaign
Foresight Communication ropes in Anjan Sen as president
"Rediffusion will be the George Clooney of advertising by the year-end": Sam Ahmed
Ogilvy to handle Style Spa business
L&K CCO Amardeep Singh quit
POV: Under attack: What should Vim do?
Jyothy Labs' Exo meets creative agencies
Sujit Das to join Moringa Ogilvy, Uganda

DAILY NEWSLETTER Show



Advertisement





Advertisement

BW/BUSINESSWORLD BECOME THE STORY

Businessworld is NOW: BW/BUSINESSWORLD

BW/BUSINESSWORLD BECOME THE STORY

Close (X)

Windows Taskbar: Advertising, New Mes..., Campaign..., afaqs! M..., TBR Proj..., Buzziest -..., Untitled ..., Google T..., 3:25 PM 3/1/2013

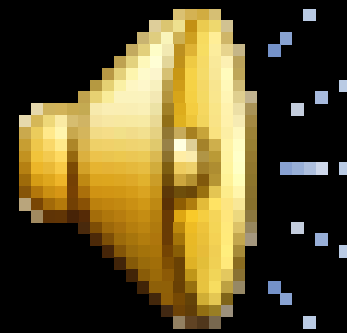
Mass Media



Mass media


It's time to interact
with the world's #1
Marketing Guru

Promos on NDTV profit



RJ mention at radio

Print Ads



Dr. Philip Kotler is coming to India

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RelioQuick
Integrated Marketing Communication Experts

Eight ways to grow your market share

The Future of Marketing






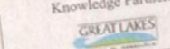

MARCH 14, 2013
THE LEELA KEMPINSKI
GURGAON, INDIA


Full Day Certified Training Programme
₹ 33,708 (Inclusive of Service Tax)

CEO Dinner
₹ 56,180 (Inclusive of Service Tax)

Special Concessional Fee for Students & Professors

For Delegate Registration & Sponsorship details, contact:
info@philipkotlerinindia.com
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Eight ways to grow your market share

The Future of Marketing

MARCH 14, 2013
THE LEELA KEMPINSKI
GURGAON, INDIA

FEW SEATS AVAILABLE










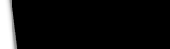
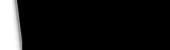
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Firefox Dr. Philip Kotler in India: The Future ... RelioQuick, JRE school of Manage... RelioQuick and JRE school of Manage... +

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Source: RelioQuick
Friday, March 08, 2013 04:32 PM IST (11:02 AM GMT)
Editors: General: Consumer interest, Entertainment, People; Business: Advertising, PR & marketing, Business services, Education & training, Media & entertainment; Technology

RelioQuick and JRE School of Management Partner with Dr. Philip Kotler to Organize Full Day Certified Training Programme

New Delhi, Delhi, India, Friday, March 08, 2013 -- (Business Wire India)
RelioQuick, India's first TUV certified ISO 9001:2008 and INS accredited Integrated Marketing Communication Solutions provider in association with JRE School of Management is organizing a daylong certified training programme on **'Eight Ways to Grow Your Market Share-The Future of Marketing'** by world's #1 Marketing Guru **Dr. Philip Kotler** on March 14, 2013 at The Leela Kempinski, Gurgaon.

Eight ways to Grow your Market Share- the Future of Marketing will be influenced by an overall movement from purely data-driven to insight-driven marketing that can be summarized as:

- Understanding buyers' behavior qualitatively versus only by analytics will take on a higher priority as companies seek better ways to connect with buyers and to separate themselves from competitors.
- The rise of the social buyer will continue to challenge many marketing organizations as they seek to adapt more complex buyer ecosystems and buying processes.
- There will be a migration taking place from content creation to experience creation as companies seek to help buyers navigate in decisions.

Optimizing the buyer experience seamlessly across interaction points will become a priority for organizations as they find differentiating fr

Three Pillars for the Future of Marketing is:

- Integration of devices and touch points
- Relevance around Consumer's likes and dislikes
- Evolving the digital commerce platforms

Mr. Sandeep Kapoor, Founder RelioQuick said considering the market scenario the biggest challenge for marketers is to increase marco day certified training programme by Dr. Kotler would empower marketers to plan marketing strategies inspired by consumer insight measurable results. Integrated marketing is the core for Future of Marketing and so is it for Relio Quick. Look forward for interacti integrating marketing and its impact to increase market share.

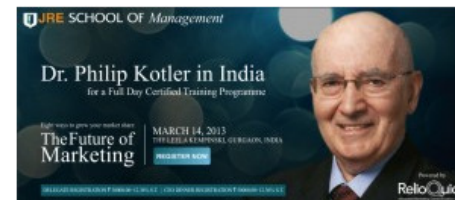
Speaking about the programme, **Mr. Harpreet Singh, President, JRE Group of Institutions** said, "JRE School of Management is privile Management and RelioQuick have been diligently working on bringing eminent researchers from all over the world to explore important areas of ma

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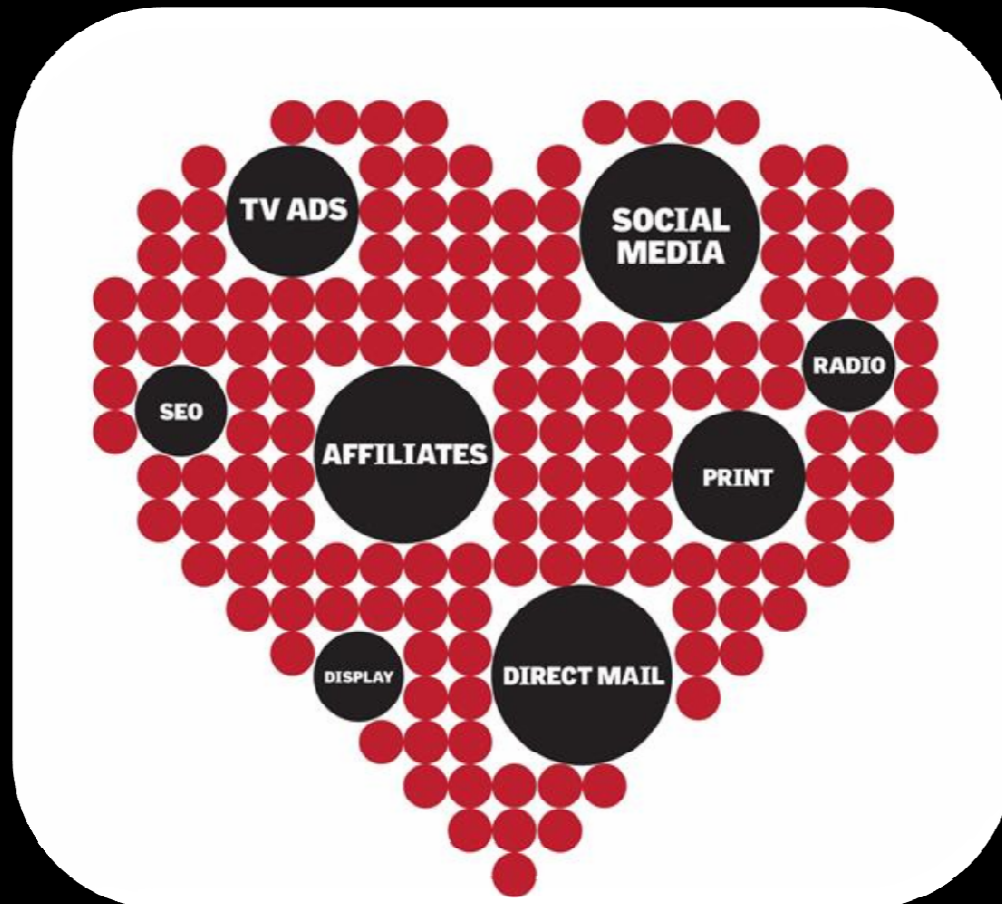
February 4 2013 : RelioQuick, India's first TUV certified ISO 9001:2008 and INS accredited Integrated Marketing Communication Solutions provider in association with JRE School of Management is organizing a daylong certified training programme on **'Eight Ways to Grow Your Market Share-The Future of Marketing'** by world's #1 Marketing Guru **Dr. Philip Kotler** on March 14, 2013 at The Leela Kempinski, Gurgaon.

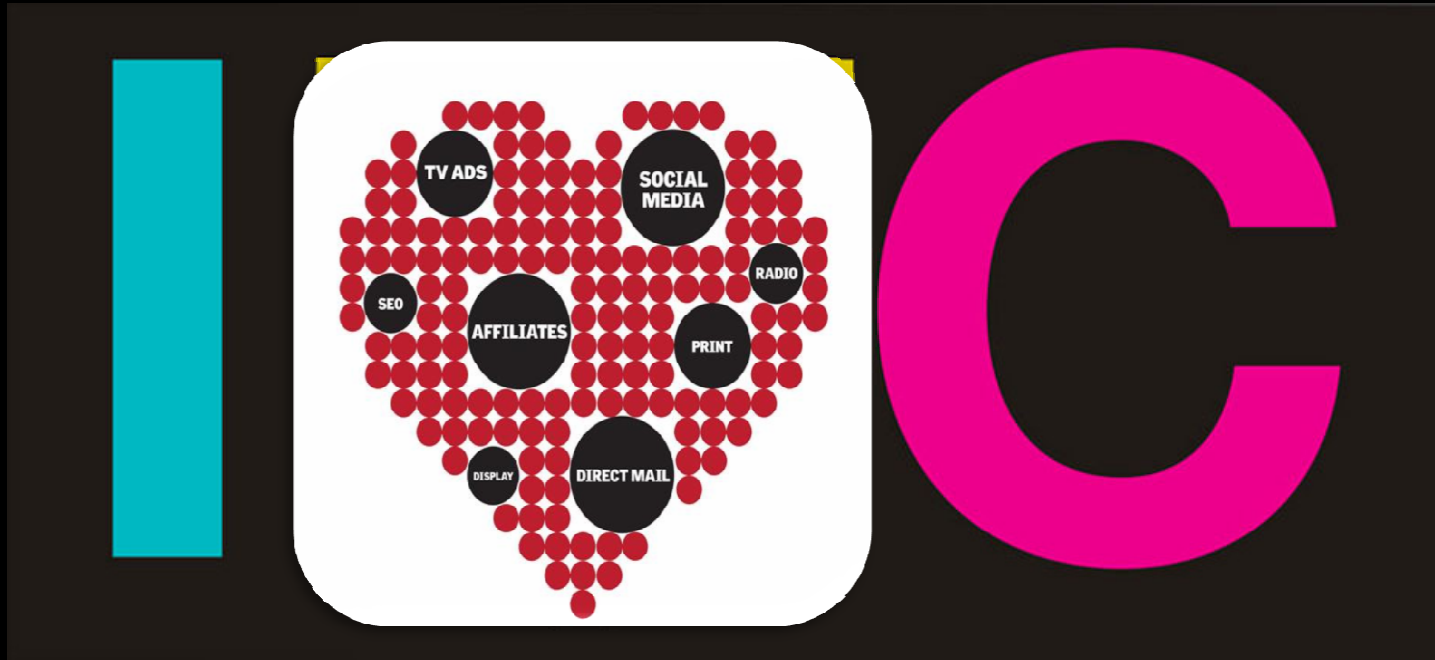


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Overall Communication Mix





Synergy of thought in all communication...
Seamless flow of communication throughout medium
makes it Integrated Marketing Communication...

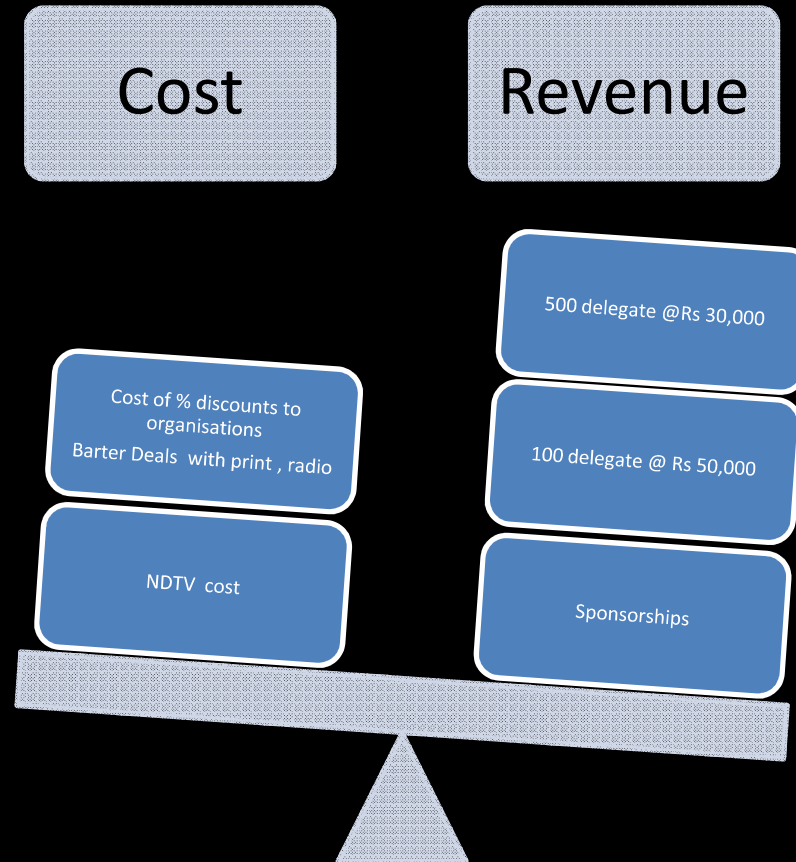
Strategy

Emailers and Follow-up call: Most effective medium for creating information and conversion for delegate

Social media communication: Effective to reach focussed TG

Mass media: Helped to build credibility to generate sponsorships and partnership.

Analysis of Objective achieved





Optimum utilisation of creative communication medium and understanding of TG behavioural helped us achieve maximum ROI .

THANK Q