

**ST JOSEPH'S COLLEGE OF BUSINESS ADMINISTRATION,  
BANGALORE**

*Presents*

**Discover Corporate Communications - Workshop Series**

**A half-day Workshop on**

**On 15 September 2007 at the SJCBA Conference Hall**

**Employee Branding – Making Ambassadors of Your  
Employees**

**Are your employees on the same page? Do they know what it takes to be a brand ambassador? How can you make them live the brand?**

**Attend the upcoming workshop to learn more.**

**Objective:**

The **Discover Corporate Communications - Workshop Series** seeks to bring to the table some of the most effective practices and tools being used by communicators in building the brand of the company both internally and externally while effectively showcasing its people, products and services.

**Topics of this workshop include:**

- Introduction and thoughts on **Employee Branding** – the need of the hour
- **Internal Branding** - making employees your ambassadors – (case study and discussion)
- **Leveraging employee forums** to get the message (discussion)
- Employee Branding – **perspectives from the industry**

The facilitators had earlier conducted a workshop on “**Effectively leveraging New Media for Corporate Communications**”. Do visit the following link for the presentations

<http://www.sjcba.edu.in/CorporateCommunications.html>

**Workshop Particulars:**

Date: 15 September 2007 (Saturday)  
Time: 9:00 a. m - 2.00 p. m with lunch and one coffee break  
Venue: SJCBA Conference Hall, 18 Residency Road, Bangalore-560 025  
Seats: **30 participants**  
Target Group: 2-7 years of experience. Also those who are pursuing a career in Corporate Communications  
Methodology: Presentations, hand-outs, case study and exercises  
For details: <http://www.sjcba.edu.in/CorporateCommunications.html>

**Facilitators:**

**Peter Yorke** has more than 19 years of experience in corporate communications, marketing, media management, high-tech public relations, training and technical communication. He has implemented communications programs across large organizations in India and in the Middle East. **He is currently Vice President – Marketing and Communications, i-flex solutions limited.**

**Aniisu K Verghese** has over nine years of experience in internal communications, online and corporate communications with Leo Burnett, Saatchi & Saatchi, i-flex solutions and Accenture. Aniisu currently serves as an internal communications professional with a global investment management company where he oversees the employee communication and internal branding efforts. Visit his blog [www.intraskope.wordpress.com](http://www.intraskope.wordpress.com) on internal communications.

#### **Why should you attend these workshops?**

- Understand how to leverage new media and communication tools
- Gain insight into the latest trends, thinking and new developments.
- Learn how leading organizations and their communicators reach out to stakeholders and build credibility with their communication.
- Influence opinion and action of your stakeholders

#### **Workshop Fee:**

Delegates: Rs. 1,250/- Students: Rs. 500/-

#### **Discount:**

3 or more participants from the same company will be given a discount of 10 percent.

#### **Other Workshop sessions planned for the future**

1. Integrated Corporate Communications - the why and how (Understanding the options, what it takes to integrate and implementing a plan)
2. Career in Communications ( learn how to increase your chances of career progression using networking, social media tools among others)
3. Building effective intranets and portals (strategy, planning, content management, in-house vs outsource, promoting the intranet, ROI),
4. CSR and Communications (why CSR, the basics, how to go about employee giving, case studies)
5. Change Communications (anticipating, planning and managing the message)
6. Event Communication and Planning (how to make a successful event – the nuts and bolts)

#### **Registration:**

Kindly send Nomination letter along with D.D./ Cheque in favor of **St Joseph's College of Business Administration, Bangalore**, to the address mentioned below.

#### **Prof. Edwin Castelino**

Dean Academics  
St Joseph's College of Business Administration  
18 Residency Road  
Bangalore 560 025

Phone: 998 6464 102

Email: [edwin@sjcba.edu.in](mailto:edwin@sjcba.edu.in)

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**A half-day Workshop on**

**Employee Branding – Making Ambassadors of Your Employees**

**Program Schedule**

8:30am onwards	Registration Desk opens	
9:00-9:15	Welcome address by Dr Aveline R D'Souza SJ, Director, St Joseph's College of Business Administration	
9:15 am-9:45am	Introduction and thoughts on Employee Branding	Peter/Aniisu
9:45 am-10:45am	Employee Branding – making employees your ambassadors– (case study and discussion)	Aniisu
10:45 am-11:00am	Coffee/Tea Break	
11:00 am-12:00noon	Building a powerful employee brand (discussion)	Peter/Aniisu
12:00 noon-1:00pm	Employee Branding – perspectives from the industry	Peter
1:00 pm-1:30pm	Q&A and Summing up	Peter/Aniisu
1:30 pm onwards	Lunch	

**ST. JOSEPH'S COLLEGE OF BUSINESS ADMINISTRATION, BANGALORE**

**Employee Branding – Making Ambassadors of Your Employees**

**15 September 2007**

*SJCBA Conference Hall, Residency Road, Bangalore 560 025*

**Nomination Form**

(PLEASE FILL AND MAIL THE FORM TO THE ADDRESS GIVEN BELOW)

No	Participant's Name	Designation	Contact No	E-Mail

**Workshop Fee: Corporate delegates: Rs. 1,250/- . Students: Rs. 500/-**

In the case of students, please attach a copy of the current student ID card along with the nomination form.

**Discount:**

**3 or more participants from the same company will be given a discount of 10 percent.**

No of delegates nominated:

Total nomination fee =

Rs.

Cheque / Demand Draft No:

Dated:

Cheque or DD favoring **St. Joseph's College of Business Administration**, payable at Bangalore

Nominator's Name:

Designation:

Contact No:

E-Mail:

Organization's Seal

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**Mail your nomination form along with your cheque/DD to:**

Prof. Edwin Castelino

Dean Academics

St Joseph's College of Business Administration,

18 Residency Road

BANGALORE 560 025

**For any assistance:** contact *Prof Edwin Castelino, Dean*, St. Joseph's College of Business Administration, ☎: 99864 64102 ✉: [edwin@sjcba.edu.in](mailto:edwin@sjcba.edu.in)