

BRAND IS THE BUSINESS

DATE 13 MAR 2014 **TIME** 6.30PM – 9.00PM
VENUE MIS EXECUTIVE LOUNGE
 410 North Bridge Road, Level 1, S188726

Brand, in its core, is a promise of who you are, and what you stand for. It is more than just a visual and verbal identity; it is every touch point within a business and represents the success as a business in its entirety.

BRAND = REPUTATION + CREDIBILITY

Theresa Pragasam-Sidhu, Director of Brand Management (Asia, Middle East, Africa and Australia) for InterContinental Hotels Group, lends us her 18 years of experience in Brand Management. She will discuss a brand-hearted business strategy that engages and involves every part of the business.

KEY POINTS

- Who is responsible for branding?
- What is at the core of a brand?
- Branding in the new digital world – who's in charge?
- Brand Accountability and Trust
- Brand Experience vs. Customer Experience



Theresa Pragasam-Sidhu
 Director of Brand Management (Asia, Middle East, Africa and Australia)
 InterContinental Hotels Group.



Theresa has over 18 years of experience in brand marketing. She has worked for global companies like MTV, Hertz, IHG as well as consulting with key government institutions in the U.K (Transport for London, London Mayor's Office). Theresa is currently a key decision maker for the Crowne Plaza and Staybridge Suites brand for brand development and management.

About IHG

IHG (InterContinental Hotels Group) is a global organisation with a broad portfolio:

- 9 major hotel brands
- 679,000 guest rooms in nearly 100 countries.
- Leases, manages and owns over 4,600 hotels.
- IHG Rewards Club, its loyalty programme, has 76 million members worldwide.



PROGRAMME HIGHLIGHTS

6.30 – 7.15PM
 REGISTRATION & NETWORKING
(Light dinner will be provided)

7.15 – 8.30PM
 PRESENTATION TALK

8.30 – 9.00PM
 QUESTIONS & ANSWERS

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".

