

(IIHMR University Jaipur)
EVENT OUTCOME REPORT
“Master Class Ep.74 – The Art and Science of Brand Building”

Event Category: Master class Ep.74
Topic: The Art and Science of Brand Building
Date & Time: 06 th May 2023 & 4:00 pm – 5:00 pm
Venue: Online
Details of Speaker: Ms. Anisha Motwani, Independent Brand, Digital & Innovation Consultant & Strategic Advisor, STORM the NORM Ventures, New Delhi, India
Introduction: The 74th episode of the Masterclass Series, titled "The Art and Science of Brand Building," was held online on May 6th May 2023. This session featured Ms. Anisha Motwani, Independent Brand, Digital & Innovation Consultant & Strategic Advisor, STORM the NORM Ventures, New Delhi, India, as the guest speaker. The event was moderated by Dr. Saurabh Banerjee, Dean School of Pharmaceutical Management, and student moderator Mr. Shubham Agarwal from the MBA PM 14 batch. The session focused on discussing the Art and Science of Brand Building.
The objective of the Session: To highlight the importance of Brand Building and the science behind it.
Salient Novel Points Covered: Role of a Consultant: Ms. Anisha Motwani thoroughly explained the factors, innovation, art, and Science behind Brand Building. She gave valuable insights into growth opportunities in the pharma sector. Challenges and Opportunities: Understanding and developing domain aptitude is of utmost importance. Increasing use of creativity and innovation in Brand Building. Q &A and Interactive Discussion: The session encouraged active participation from students, who asked insightful questions based on the industry requirement and the skills needed to work in the future
Future Scope: The event provided a valuable platform for students from various disciplines to gain insights into the mandatory skills and requirements. It has built students understanding of the challenges they are going to face and the mindset they need to have to deliver their work effectively.

The Art and Science of Brand Building

May 06, 2023

04:00 PM to 05:00 PM (INDIA)



SPEAKER

Ms Anisha Motwani
Independent Brand, Digital & Innovation Consultant & Strategic Advisor
STORM the NORM Ventures
New Delhi



MODERATOR

Dr. Saurabh Kumar
Dean & Associate Professor,
School of Pharmaceutical Management
IIMMR University, Jaipur



STUDENT CO-ORDINATOR

Mr. Shubham Agarwal
Student
MBA PM Batch-14
IIMMR University, Jaipur

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1. Summary			
Meeting title	Master Class: Ep. 74 Topic: The Art and Science of Brand Building		
Attended participants	16		
2. Participants			
Name	First Join	Participant ID (UPN)	Role
Ashish Jangid	5/06/23, 3:36:53 PM	ashishjangid@iihmr.edu.in	Presenter
Saurabh Kumar	5/06/23, 3:49:29 PM	saurabh@iihmr.edu.in	Presenter
Anisha (Guest)	5/06/23, 3:56:36 PM		Presenter
Sonali Pandey	5/06/23, 3:58:54 PM	sonali.hm27@iihmr.in	Presenter
Shubham Agarwal (Guest)	5/06/23, 3:59:44 PM		Presenter
Akshat Patel	5/06/23, 4:00:31 PM	akshatpatel.hm27@iihmr.in	Presenter
Vinod Tejawani	5/06/23, 4:00:34 PM	vinodtejawani@iihmr.edu.in	Presenter
Shubham Agarwal	5/06/23, 4:01:36 PM	shubhamagarwal.pm14@iihmr.in	Presenter
Shubham Saini	5/06/23, 4:02:10 PM	shubhamsaini.pm14@iihmr.in	Presenter
shivani bhabhra-IIHMR (G	5/06/23, 4:02:31 PM		Presenter
Bhushan Mahendra Pawa	5/06/23, 4:02:41 PM	bhushan.pm14@iihmr.in	Presenter
Shreya Sikdar	5/06/23, 4:04:41 PM	shreyasikdar.pm14@iihmr.in	Presenter
Rohit Kanalal Septa	5/06/23, 4:11:23 PM	rohitsept.pm14@iihmr.in	Presenter
Archana Sharma	5/06/23, 4:34:17 PM	archanasharma.hm27@iihmr.in	Presenter
Upendra Vikram Singh	5/06/23, 4:35:45 PM	upendra.pm14@iihmr.in	Presenter
Suraj Singh Mehta	5/06/23, 4:37:40 PM	suraj.hm27@iihmr.in	Presenter