



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY



MANAGEMENT DEVELOPMENT PROGRAMME

ON

BRANDING THROUGH STORYTELLING

(In collaboration with Bloggers Alliance)

30 - 31 January, 2023

**Venue: Vikramshila Leadership Centre,
Birla Institute of Management Technology (BIMTECH),
Greater Noida, Campus
(Residential/Non-residential)**



CENTRE FOR MANAGEMENT DEVELOPMENT & CONSULTANCY (CMDc)

Branding through Storytelling

ABOUT BIMTECH



Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. Late Dr. (Smt.) Sarala Birla, the then Chairperson of Birla Academy and late B K Birla, the then Chairperson of B K Birla Group of companies were the founders of the business school. The Board of Governors comprises of eminent people from industry & academia and is headed by Smt. Jayashree Mohta, Chairperson, Birla Academy of Art and Culture, Kolkata. Located in Greater Noida in the National Capital Region, BIMTECH offers post Graduated programmes in the areas of general Business Management and three specialized areas of Insurance , Retail & International Business. It also offers Doctorate in Business Management.

BIMTECH is Ranked 6th by NHRDN-Shine in 2019 and 16th by India Today-MDRA in 2020 among private B Schools. It was ranked 44th in management category in All India ranking 2021 by NIRF – National Institutional Ranking Framework. BIMTECH has got category 1 graded autonomy from All India Council of Technical Education (AICTE) in 2020. Only four schools in India have been given such status. BIMTECH has also got an international accreditation by The Association to Advance Collegiate Schools of Business (AACSB). This puts BIMTECH in the Ivy league of B-schools at global level. BIMTECH is having Grade A+ institutional accreditation by National Assessment & Accreditation Council (NAAC) & all its courses are well accredited by National Board of Accreditation(NBA). BIMTECH is also the first India B School to have got BSIS level from EFMD, Brussels.

BIMTECH has academic association and collaboration with 64 foreign B Schools & Universities and many professional bodies such as Internal Institute of Business Analysis (Canada) & Chartered Insurance Institute (UK) to name a few.

PROGRAM OBJECTIVE



- To enhance business storytelling and allied skills of participants through exercises and activity based learning
- To enhance digital marketing skills through use of storytelling for marketing and branding

CONTENTS



The MDP will cover different formats of digital storytelling, different types of storytelling in business and how to create impactful stories. The detailed topics are given below:

- Storytelling Basics
- Qualities of a Good story
- Digital storytelling formats (text, visual, PPT & infographics, podcast and video)
- Narrating Founder, organisation and product stories
- Creating stories that inspire and create impact
- Promoting stories on digital and offline media

PEDAGOGY



Activities including creating and narrating stories, gamification and simulation

FOR WHOM

Startup Founders, Marketing Managers, Digital and social media Executives, Freelancers

PROGRAMME DURATION

12 hours of training to be completed in 02 days from 30 - 31 January, 2023

PROGRAMME SCHEDULE

DAY - 1: 30 January, 2023		
10:00 AM - 11:00 AM	Inaugural session	Setting The Context
Tea Break & Group Photography		
11:30 AM - 01:15 PM	Ice breaking	Dr Nagpal's Mixer Faculty: Dr Amit Nagpal
LUNCH		
02:00 PM - 03:30 PM	Fundamentals of Storytelling - 1	Where's the S.T.O.R.Y? (aligning personal & organisational stories) Faculty: Dr Amit Nagpal
Tea Break		
04:00 PM - 05:30 PM	Fundamentals of Storytelling - 2	Craft your story! Faculty: Prof Saloni Sinha
07:30 PM - 08:30 PM RAPPORT BUILDING ACTIVITY & BONFIRE		
08:30 PM - 09:30 PM DINNER		
DAY - 2: 31 January, 2023		
10:00 AM - 11:30 AM	Digital Storytelling - 1	Broadcasting your story Faculty: Dr Amit Nagpal
Tea Break		
11:45 AM - 01:15 PM	Digital Storytelling - 2	Carving Your Digital AURA! Faculty: Dr Amit Nagpal
LUNCH		
02:00 PM - 03:30 PM	Hands on Session	B.R.A.N.D STORYTELLING Gamestorming together Faculty: Prof Saloni Sinha
03:30 PM - 05:30 PM	Showtime and Feedback & Valedictory	
Tea Break		

LEAD FACULTY



Dr Amit Nagpal

Dr Amit Nagpal is a business storyteller with special interest in brand storytelling, data storytelling and social media marketing through storytelling. He has more than two and a half decades of experience as teacher and practitioner of brand management and media marketing including television, print and digital/new media. He has co-authored Amazon bestseller, "Personal Branding, Storytelling and Beyond". He believes "Digital is Magical" and stories are the most powerful tool to build both brands and bonds. "From Marketer to Professor to Storyteller", the six words tell his life story. He has been on a journey from unconscious storytelling in childhood to conscious storytelling in adulthood. Inspirational storytelling of people is close to his heart and he likes to pen short stories on wisdom and love in his spare time.



(Program Director)

Prof Saloni Sinha

Prof Saloni Sinha is a linguist from Jawaharlal Nehru University, New Delhi and has been playing a key role in the domain of research, training and teaching in the discipline of Communicative Competence for the past two and half decades. She is presently a faculty of Business Communication and Theatre at Birla Institute of Management Technology, Greater Noida. She is additionally associated with PMO, Government of India as a translator (Hindi-English) for Prime Minister's Speeches at PIB-PM Unit. She has designed and delivered several Communication Skills Practicums for reputed National and International organisations like ITEC-Ministry of External Affairs (Bureaucrats from Myanmar), Korean Embassy officials, IISLA-IRDA, Maharatnas and Navratnas (PSUs) like GAIL, ONGC, Power Grid, NEEPCO, NTPC, NHPCL etc. as well as global professional agencies like BFIN-Nepal, Open Societies Fellows etc. She is building capabilities across organisations through her innovative theatre and art based training.

REGISTRATION & FEE



- **Per participant Fee:**
Residential ₹15,000 + 18% GST
Non-residential ₹12,000 + 18% GST
- **Inclusions:**
Faculty Fee
Boarding & Lodging (single occupancy)
Participant Kit
Reading Materials
Participation Certificate

Scan or click the link to register:



<https://forms.gle/iokp6V1wHjch29peA>

For query please contact:
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Click to locate us on map

TRAINING VENUE: VIKRAMSHILA LEADERSHIP CENTRE, BIMTECH

VIKRAMSHILA LEADERSHIP CENTRE

BIMTECH's Vikramshila Leadership Centre is primarily the brain child of our Mentors Late Dr. Pritam Singh, Former Director IIM (L) & MDI, Mr. R V Shahi, Former Secretary, Ministry of Power, Gol, and Late Prof. K K Sinha, Dean - Executive Education, BIMTECH.

Vikramshila Leadership Centre makes an effort to provide our participants a comfortable living facilities and access to excellent infrastructure in the campus. Participants will get an uninterrupted opportunity of experiential learning ensuring close interaction with other participants of the management programme and faculty.

The salient features of Vikramashila Leadership Centre are:

- ❖ Twenty four elegant air conditioned rooms with attached washroom and facilities for participants such as 39" LED HD TV, Tea /Coffee arrangement, Study Table, Cupboard and comfortable Beds in each room.
- ❖ Spacious Class room with seating capacity of thirty five participants. A 65" Smart board is installed to facilitate effective learning for participants. 2 suitable syndicate rooms for group work also support this.
- ❖ Wi-Fi connectivity in entire Leadership centre.
- ❖ Dining Hall with kitchen to serve sumptuous and varieties of food to participants with seating capacity of thirty five persons
- ❖ A library to provide the latest reading material for participants.
- ❖ Provision of elevator for convenient access to Leadership Centre
- ❖ MDP office for close coordination with participants for their time to time activities of Programme.

