

The logo features a circular graphic on the left composed of three overlapping curved arrows in blue, grey, and white. The word 'AIMA' is written in blue above the 'BUSINESS' part of the text. The word 'UNUSUAL' is in grey, and 'SERIES' is in a smaller grey font below it. The letter 'U' in 'BUSINESS' is highlighted in orange.

AIMA BUSINESS UNUSUAL SERIES

JUNE - JULY 2020

All India Management Association (AIMA) – the apex body for management profession in the country, has launched the “BusinessUnusual Series”, a set of programmes aimed at preparing enterprises to get back to business quickly in the post lockdown.

AIMA BusinessUnusual Series is a set of one-day programmes conducted digitally and will focus on providing mentorship and guidance from experts to help enterprises revitalise their operations and realign their business models as per the new normal.

Participation at these programmes will be limited upto 25-30 participants per programme, to enable all delegates to take advantage of interacting and asking questions of the speakers.

With a purpose to help build management capability in these difficult times, the programmes under AIMA’s BusinessUnusual Series are being offered at subsidised prices for a limited period of time.

THE BIG SHIFT: HOW COVID WOULD CHANGE CONSUMPTION AND BRANDING

Saturday, 18 July, 2020

Covid has interrupted life, liberty and pursuit of happiness. The instinctive caution and the imposed constraints have distorted consumer behaviour. Needs and desires have new focuses and priorities. Splurging has been replaced with stocking up. New categories of products and new ways of shopping have taken hold. The fettered consumers have become captives of availability. Brands have challenges in reaching and influencing customers and are vulnerable to a loss of habit and memory. The war for wallet is set to get intense as a big shift looms. Brand have to rethink their game and review their positioning and proposition.

Speakers



Thought for Food: Building Immunity of Pleasure

Saugata Gupta
Managing Director and CEO, Marico Ltd



An Over-the-top Solution: Catch Consumers on Phones and Smart Tv's

Tarun Katial
CEO, ZEES India

Pivot or Perish: Brand Strategy During Great Uncertainty

D Shivakumar
Group Executive President - Corporate Strategy and Business, Aditya Birla Group



To Care and Share: Helping The Consumer

Santosh Desai
Managing Director & CEO, Future Brands Ltd
Author, Columnist, Social Commentator



Programme Curated and Hosted by

Trends that Matters to Business

Devendra Chawla
CEO & MD, Spencer's Retail Ltd



CERTIFICATION

All participants joining the programme will be awarded the 'Certificate of Participation' from AIMA after the programme.

PARTICIPATION FEE

- INR 15,000+ GST per participant per programme - 1 to 4 nominations
- INR 12,500+ GST per participant per programme - 5 to 8 nominations
- INR 10,000+ GST per participant per programme - 9 or more nominations
- Group discounts can be availed on nominations from an organisation over multiple programmes under the series
- Plus 18% GST, GSTNo. AAATA 1644 AST001, PAN No. AAATA 1644 A
- The programme would be conducted digitally on a secured platform meeting the security measures as suggested by CERT-IN and MHA Advisories
- Registrations are confirmed upon receipt of payment only
- Log-in details for joining the programme will be shared with the participant(s) only after the receipt of the participation fee
- VAT will be charged where applicable
- Bank or any other charges will be extra on remittances
- All India Management Association (AIMA) reserves the right to postpone events or amend the programme if necessary



ALL INDIA MANAGEMENT ASSOCIATION

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