

Brand Storytelling Competition



Registration Form

Name of Team Leader _____

Contact Number _____

Email ID _____

Name of Institute _____

Coordinator Name _____

Coordinator Contact Number _____

Important Note:

- A team shall comprise of four students.
- Maximum of three teams can participate from each college.
- **Students need to bring their sketch pens (3-4 colors).**
- The team needs to create a fictional story of around 150 words on the basis of situation that would be shared at the venue.
- Winners of the competition would be awarded with mementoes.
- All the winners and participation in the competition will be awarded certificates.
- Venue for competition is Dr. GHS-IMR, Kamla Nagar, Kanpur; **Reporting time 9:00 AM, 2nd March 2024.**
- For any query please contact Mr. Vaibhav Pandey (7355308494), Ms. Ishita Chauhan (7068574445) or Mr. Aviral Srivastava (7007729382).

Dear Sir/ Madam

Subject: Invitation to BrandCraft-24: 5th International Conference on Marketing

We hope this letter finds you well. It is our pleasure to extend a warm invitation to your esteemed institute to participate in the BrandCraft-24, the 5th International Conference on Marketing organized by Dr Gaur Hari Singhania Institute of Management & Research.

Event Details:

- *Student competition on Brand storytelling*
- *Expert Talks by top-notch Experts*
- *Date: March 2, 2024 (Saturday, 9:00 am)*

BrandCraft-24 is an exciting platform that brings together academia, industry professionals, and students to explore and discuss the latest trends, innovations, and challenges in the field of marketing. The event will feature a dynamic *Student Competition on Brand Storytelling*, providing students with an opportunity to showcase their creativity and strategic thinking.

We have also curated a series of insightful Expert Talks, where renowned professionals from the marketing industry will share their experiences, knowledge, and valuable insights.

We believe that the participation of your institute will add immense value to the event, fostering collaboration and knowledge exchange among the brightest minds in the field of marketing. Please find enclosed the Brand Craft brochure and Registration Form. For further details and to register for brand storytelling competition, you may scan the QR code available on the registration form. Alternatively you may fill-up the registration form attached herewith.

We look forward to welcoming your institute at BrandCraft-24 and creating a memorable and enriching experience for all participants.

Thank you for considering our invitation. Should you have any queries or require additional information, please feel free to contact Dr. Puneet Rai; 9838546952.

Best regards,

Prof. (Dr. Rahul Goyal)

Director

Dr. Gaur Hari Singhania Institute of Management & Research

