

Management Development
Programme on

XIME

Shaping Future Leaders

Bangalore | Kochi | Chennai

Engage & Inspire: Story Telling Strategies for Modern Marketers

Date

August 23, 2025

Time

9am-5pm

Venue

XIME, Bangalore

Fees

Rs 4500 (Incl. GST)

Programme Highlights:



Storytelling 101:

Foundations, psychology, and frameworks for marketing & leadership



Customer & Data-Driven Storytelling:

Identify insights to create proactive, responsive customer stories



Emotion, Engagement & Listeners:

Create narratives that build trust, empathy, and resonance



Storytelling - 5 Deadly Sins to Avoid



Storytelling Design:

Utilize techniques across digital, social, content, and brand communications

Why Join?

- Learn how to harness the power of storytelling
- Master proven techniques for crafting compelling narratives
- Apply your skills immediately through hands-on activities

Who Should Attend?

Marketing and Sales Professionals:
Brand Managers | Advertising & Digital
Marketing Professionals | Copywriters and
Content Creators | Entrepreneurs and Business
Leaders | Public Relations Specialists | Product
Managers | Sales Managers

Resource Person - Mr. Sanjeev C

Mr. Sanjeev C, a Senior Assistant Professor at XIME, Bangalore, transitioned to academia after over two decades in Sales & Marketing. His extensive corporate career spans FMCG, Telecom, and Retail sectors with companies like Essar Group, Reliance Group, Tata Group, and most notably as the Marketing Director of Afghan Wireless Communications Ltd.

Participants will be presented with a Certificate of Participation upon completion of the programme.

Scan the QR CODE to

Register Now!



To know more, contact us:

📞 9538055881 ✉️ mdpblr@xime.org