Management Development Programme on



Engage & Inspire:

Story Telling Strategies for Modern Marketers

Date

Time

Venue

Fees

August 23, 2025

gam-5pm

XIME, Bangalore

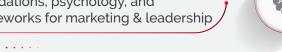
Rs 4500 (Incl. GST)

Programme Highlights:



Storytelling 101:

Foundations, psychology, and frameworks for marketing & leadership





Emotion, Engagement & Listeners:

Create narratives that build trust, empathy, and resonance



Storytelling Design:

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



Customer & Data-Driven Storytelling:

Identify insights to create proactive, responsive customer stories



Storytelling -**5 Deadly Sins to Avoid**

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

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.

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

Scan the QR CODE to

Register Now!



To know more, contact us:

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