



Belgaum Institute of Management Studies (MBA)

Abu Campus, Bhootramanahatti, Belgaum – 591 156 (Karnataka)

Belgaum Institute of Management Studies [MBA] organized a two day workshop on 'Corporate & Marketing Communication functions as tools for Brand and Image Building' by Mr. Shirish Sinha, Joint General Manager - Corporate Communications, Electrical & Automation Larsen & Toubro, Mumbai.



Mr. Shirish Sinha, Mr. Abu Shaikh, Chairman, Dr. Sabina Abid Ali, Secretary & Dr. Anilkumar Garag, Director lighting the lamp.

Mr. Shirish spoke extensively on Brand Communication and its importance on brand building exercise. He also elaborated on the need of clarity in Business Communication and its relevance on marketing and Human Resource Streams. Narrating live examples of Larsen & Toubro and the experiments that they do in their day today activities was convincing enough for the management graduates to understand the importance of communication. The two day workshop covered topics on Business Communication, Advertising, Brand Building and the related activities.



The workshop enabled the students to ponder over their creativity skills and come out with creative advertisements for various topics and pictures furnished by the speaker. With over a decade experience in Journalism and Communication, Mr. Shirish helped the students understand the key basic elements in building a brand and also utilization of communication in the process of Brand Building.