

The **Canadian** Institute of Marketing

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Marketing and Business Strategies for the Modern World Seminar - Colombo, Sri Lanka

MARKETING AND BUSINESS STRATEGIES FOR THE MODERN WORLD
ONE DAY SEMINAR

Developing a 'Glocal' strategy - How to be 'Global' and 'Local' at the same time
Social Media strategy - From 'Bowling' to 'Pinball'

Global Marketing
Svend Hollensen

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Growth Matrix - Growing into the Future
Global Mindset and Cultural Intelligence - Mind the World and Culture Future Change - Adapt to Lead into the Future

15th August 2014
Taj Samudra
9 am to 5 pm

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Organized by: **SLIM SLIM TRAININGS**

On 15th August 2014, one of the world's authority in global marketing strategy and author of the no: 1 Global Marketing textbook - Prof. Svend Hollensen, long standing member of our Institute - Dr. Ranjan Madanayake and our Councillor - Anthony Raman delivered a sell-out seminar in Colombo, Sri Lanka. It was jointly organized by the Sri Lankan Institute of Marketing (SLIM) and the Canadian Institute of Marketing.

It was well attended and received by participants from various corporations in Sri Lanka representing various industries such as banking and finance, retail, telecommunications, education and training and consumer goods. The presenters and participants interacted well throughout the seminar and resulted in a valuable learning experience for everyone.

Prof. Hollensen delivered two sessions titled - Developing a Glocal Strategy - How to be 'Global' and 'Local' at the same time, and Social Media Strategy – From 'Bowling' to 'Pinball'.

Councillor Raman delivered on Global Mindset and Cultural Intelligence – Mind the World, and Future Change – Adapt and Lead into the Future. Dr. Madanayake delivered a session on – Growth Matrix: Growing into the Future.

The seminar was very well organized by SLIM Training with its management and staff having handled the logistical aspects of the seminar to the highest standard.

Councillor Raman met the President Kalana Rathnayaka of SLIM and Council Members of SLIM and had discussions on various areas of interest. He also had the opportunity to learn more about SLIM, its activities and future direction on a up close and personal basis from the President of SLIM.

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A Group photo of SLIM Training, Presenters and most of the participants who attended the seminar.



Participants at the seminar with focused attention on the seminar.