



GIA

GEMOLOGICAL INSTITUTE OF AMERICA
Alumni Association (Hong Kong Chapter)

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Year 2011

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Building Strong Brands : Examining brand origins, and relationships people have with brands

How important is brand building? Does it help with our bottom-line? If so, then what is the secret to building a strong brand that will best position us to gain a larger market share of the global luxury market?

The Shand Group (TSG) is a full-service, marketing communications agency specializing in brand development and marketing initiatives. Few of her well-recognized clients are Absolut, Platinum Guild International (PGI), Chrysler, IWC, A. Lange & Sohne, Rio Tinto, Tag Heuer, and GIA.

GIA-AA (Hong Kong Chapter) is proud to have two very distinguished speakers - Mr. Bobby Shand, President of the Shand Group and Mr. Chris Weakley, Executive Vice President of the Shand Group share with the students and alumni of GIA their experience in brand building.

Date : **March 3, 2011 (Thursday)**
Time : **7:00pm – 8:30pm**
Venue : **GIA Hong Kong**
Room 301, Aon China Building,
29 Queen's Road Central, Hong Kong .

Please email your reply to admin@giaaahk.com on or before February 28, 2011.

SEATS ARE LIMITED. PLEASE REPLY EARLY TO GUARANTEE A SEAT.
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Reply Slip for Seminar on Building Strong Brands

To: The GIA-AA (Hong Kong Chapter) Date: _____
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