



The Road To Transformation Begins Here

SLIM BRAND WEEK IS YOUR OPPORTUNITY TO LEARN HOW YOUR BRAND CAN LEAVE A MARK IN 2024



At the Waters Edge from 5.30pm onwards



25+
Speakers

15+
Physical Sessions

Post Event
Networking Sessions

Food served with
Beverages /
Entertainment
All three Days

Message from the Project Chairman

Dear Industry Colleagues,

In today's dynamic business environment, brand marketing faces a myriad of challenges due to economic uncertainties and ever-evolving customer demands.

Especially in Sri Lanka, where the quest for economic revenue requires brands to excel, the importance of effective brand marketing cannot be overstated. It serves as the lifeblood of organizations at a micro level and as a crucial component of a country's macro economy.

Key department spheres of Marketing, Branding, Sales, Information Technology, Human Resources, and Research & Development encounter the added complexity of navigating cultural differences within a centralized hub in Sri Lanka. This presents unique challenges in delivering seamless brand development that drives economic revenue.

At **SLIM DIALOG BRAND WEEK 2024**, we recognize the pressing need to deliver brand value amidst these challenges. Our event brings together brand leaders from various industries including FMCG, IT, Tea, Apparel, Telecommunication, E-commerce, Luxury-wellness, Tourism, and Advertising to explore solution-driven branding strategies tailored to Sri Lanka's unique context.

This March, join us for insightful discussions and practical insights aimed at empowering brand leaders to navigate the complexities of the marketplace. From leveraging cultural nuances to scaling branding efforts proactively. Our agenda is designed to equip you with the tools and strategies needed to excel in brand marketing.

I invite you to explore the compelling topics and discussions we have prepared for SLIM DIALOG BRAND WEEK 2024. Together, let's unlock new opportunities for brand growth and economic success in Sri Lanka.

Looking forward to welcoming you in person this March.

Warm regards,

Kevin Almeida

Project Chair – Brand Week

SLIM Executive Committee Member 2023/2024

About SLIM Brand Week 2024

SLIM has transfigured 'Brand Week Sri Lanka 2024' to promote business growth strategies and enhance the marketing and commercial sectors through a premier knowledge-sharing forum. SLIM Brand Week 2024 is designed to challenge brands to conceptualize and apply experiences for the solutions of tomorrow.

Why attend SLIM Brand Week?

The three-day symposium will feature 30 industry-leading speakers in marketing & branding, sharing a unique blend of knowledge and experiences fostering new learning opportunities.

Who should attend SLIM Brand Week 2024

Marketing students, Diplomats, Advertising community, Marketing Managers, Heads of Marketing, Brand Managers, Directors of Marketing, CEOs & CMOs, HR Professionals & IT Professionals, and Sri Lankan entrepreneurs are all urged to seize this exceptional opportunity to expand their skills and expertise.

The Experience

RESULT-DRIVEN BRAND SOLUTIONS, NOT JUST CONCEPTS

Experience the SLIM Brand Week 2024 connecting with marketing professionals, over 30 innovative speakers in 15 sessions on emerging trends, business strategies & innovative marketing technologies shaping the future of Sri Lankan corporate brands.

Sessions not be missed (Await more speaker announcements in the days to come)

DAY 01 – 13th March – Evening Sessions

Segment 01:

“Unveiling the Essence: Excel in story-telling, craft a creative mindset to build a rich Brand strategy”



Rajiv R. Menon
Chief Executive
Creative Officer
Ogilvy



Shehan Samarasinha
Director & Chief
Strategy Officer
Triad Pvt. Ltd.



Chrishantha Jayasinghe
(CJ)
Managing Director
Sarva Colombo

Segment 02:

“Brand Marketing Management
in the world of AI & Hyper
Personalization”



Dr. Romesh Ranawana
Group Chief Analytics
and AI Officer
Dialog Axiata PLC.

Segment 03:

“Humanizing Brand
Interactions: Transforming
Consumers into Collaborators”



Van Sharma
Regional Business Director
DDB Group Singapore
Former Business Director
Leo Burnett Malaysia

Segment 01:

“Build a Digital Blueprint for your Brand”



Malinda Senanayake
Head of Key Accounts
Meta @Road Adx
Sri Lanka



Gayathri Seneviratne
Country Director
3P Media (Google Official
Representative in SL)



Nelaka Jayasekera
Head of Client
Partnerships
LinkedIn at Roar AdX

Segment 02

“Cultivating Success: Empowering Minds, Building Brands”



Dian Gomez
Director
Public Service Commission
Sri Lanka
Chairman - Gandhara



Chevaan Daniel
Executive Group Director
Capital Maharaja Group

Segment 01:

"Insights & Learnings we can use to build Global Brands in Sri Lanka"

Moderated By



Shalin Balasuriya
Co – Founder and
group Director
Spa Ceylon



Bhanuka Harischandra
Founder and Chief
Executive Officer
Surge Global



Aelian Gunawardena
Founder & Managing
Director
JAT Holdings PLC



Yasas Hewage
Sales & Marketing
Coach /
Entrepreneur

Segment 02:

"Empowering Sri Lanka's Economy: Leveraging Branding Strategies for Growth and Resilience"

Moderated By



Roch Ferreira
Global Vice President,
Head of Corporate
Marketing - Virtusa
Corporation



Malik J. Fernando
Managing Director
Resplendent Ceylon.
Director – Dilmah Tea, MJF
Holdings, Chair – Sri Lanka
Tourism Alliance



Ruwindhu Peris
Managing
Director
Stax Inc.



Shamindra Kulumannage
Echelon Magazine

DAY 03 – 15th March – Morning Sessions
Only for school children (Age between 15 -19 years)

Segment 01:

"Grooming young brand Entrepreneurs"



Abdus Salaam
CEO & Founder
Crepe Runner



Roshan Ilyas
Director/Marketing Head
Chaiwala Colombo

Segment 02:

"Unveiling the Next Gaming Frontier:
Cinematic and Interactive Universes
in the New Era of Gaming"



Raveen Wijayatilake
CEO
InGame Esports

Segment 03:

"Becoming Future-Ready: The Role of
Gen Z in Brand Marketing Evolution"



Yasas Hewage
Sales & Marketing Coach /
Entrepreneur

Forum Topics

DAY 1 – 13th March 2024

EVENING SESSION

- Unveiling the Essence: Excel in story-telling, craft a creative mindset to build a rich Brand strategy
- Brand Marketing Management in the world of AI & Hyper
- Humanizing Brand Interactions: Transforming Consumers into Collaborators

DAY 2 – 14th March 2024

EVENING SESSION

- Build a digital footprint for your brand
- Cultivating success: Empowering minds, building brands

DAY 3 - 15th March 2024

EVENING SESSION

- Insights and learnings we can use to build a global brand in Sri Lanka
- Empowering Sri Lanka's economy: Leveraging branding strategies for growth and resilience

MORNING SESSION (Only for school children (Age between 15 -19 years))

- Grooming young brand entrepreneurs
- Unveiling the Next Gaming Frontier: Cinematic and Interactive Universes in the New Era of Gaming
- Becoming Future-Ready: The Role of Gen Z in Brand Marketing Evolution

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Book Your Ticket Now!....

WhatsApp on 074 374 8868 or register on our website
<https://slim.lk/brand-week-bookings/>

Corporate Customers / Individuals

- 1 person 1 day – Rs. 6,000
- 1 person 2 days – Rs. 12,000
- 1 person 3 days – Rs. 18,000

Discounts

- 5 – 10 persons – 10% Discount

SLIM Student / Member

- 1 person 1 day – Rs. 6,000 (10% Discount)
- 1 person 2 days – Rs. 12,000 (10% Discount)
- 1 person 3 days – Rs. 18,000 (10% Discount)

References to mention when depositing money

- Corporate Customer – Mention the company name
- Individual Customer – Name and NIC
- SLIM Member – Name and membership number
- SLIM Student – Name and student ID

Bank Details

Account Name : Sri Lanka Institute of Marketing
Bank Name : Bank Of Ceylon
Account Number : 91877285
Branch : Borella Super

