



Mastering the Essentials of CSR, Marketing and Communication

Embed the Values of Sustainability in your Marketing Strategy



Course Facilitator:

Khadeeja Balkhi

Sustainability Specialist

Author 'World Guide to CSR',
Pakistan Chapter

Young Journalists Award Winner,
CSR Europe

Chairman, CSR Standing Committee,
Federation of Pakistan Chambers of
Commerce & Industry (FPCCI)

Regional Consultant, GANTSCh,
Global Reporting Initiative (GRI)

Former President,
CSR Association of Pakistan

21 June 2011, Sheraton Hotel & Towers, Karachi
23 June 2011, Pearl Continental Hotel, Lahore
9:15 am to 5:00 pm

Top 3 Learning Outcomes:

- 1** Learn about the CSR-Marketing Nexus, and how to leverage opportunities that realize triple bottom-line returns for your organization: with economic value creation, social empowerment and environmental footprint management.
- 2** Turn your department into a Customer Value Creation Hub, beginning with a Marketing-Centric Stakeholder Mapping in your Organization and defining ways to truly add value to your key stakeholders.
- 3** Acquire a Sustainable Marketing Toolkit, including Checklists to Live By – and practice them in an expert-facilitated, peer environment.



For Registration

Tel: 021-34534261, 021-34536315, 021-34520093, Fax: 021-34520708
E-mail: register@octara.com | www.octara.com



Course Facilitator:

Khadeeja Balkhi, Sustainability Specialist

As a Sustainability Consultant since 2005, Ms. Khadeeja Balkhi has led multiple corporate, non-profit & cross-sectoral training workshops. She has trained organizations such as CSR Turkey, The Global Reporting Initiative (GRI), LUMS, Unilever, and the UN Global Compact. She has also trained the media in Turkey and Pakistan on corporate sustainability and the media's own social responsibilities.

Her training sessions are driven by her hands-on consulting. Working extensively with companies to implement the triple bottom-line approach, Khadeeja leads, stewards & documents micro & macro level projects - both at ground & strategic levels. She has worked with organizations such as Akzo Nobel (ICI), Coca-Cola, CSR Turkey, Engro, National Foods, OMV, WWF & others.

Ms. Balkhi is also the Chairman of the CSR Standing Committee at the Federation of Pakistan Chambers of Commerce & Industry (FPCCI). Her focus is in on leveraging CSR as a tool of national uplift and stewarding the private sector towards economic value creation, prosperous social impact & environmental footprint management.

She has been a pioneer in shaping the CSR debate in Pakistan. She authored the 'World Guide to CSR', Pakistan Chapter and co-founded 'tbl – triple bottom-line' – Pakistan's first CSR focused journal in 2007. For her model on including micro-entrepreneurs in corporate supply chains, she won the CSR Europe Young Journalists Award. Ms. Balkhi is also former President, CSR Association of Pakistan.

She also volunteers with various initiatives, having co-founded RSD Foundation.

Her academic training is in International Business. Among other academic honors, Ms. Balkhi was also listed in 'Who's Who among American Universities & Colleges' for academic excellence & community service. She is a trained Project Management Professional (PMP).

“Concerns about social and environmental issues provide opportunities for brands to connect with their consumers at a deeper level and, in doing so, gain competitive and sales advantage.”
Patrick Cescau, CEO, Unilever

Khadeeja has consulted, coached & trained with:



Feedback from Khadeeja's recent training “Understanding - and Implementing - Sustainability” conducted by CSR Association of Pakistan

“The exercises and interactive discussions pertaining to sectors and practical examples were most useful.”

“I have learnt how to make strategies and how you can evaluate your CSR.”

“The Q&A and discussion sessions were very informative. It gave us the in-depth knowledge of the subject we were here for.”

“It was beautifully designed.”

“We need to reinvent the way we market to consumers. We need a new model.”

AG Lafley, CEO, Procter & Gamble

“Brands will not be able to opt out of this. Companies which do not live by a green protocol will be financially damaged because consumers will punish them.”

Lee Daley, Chairman and Chief Executive of Saatchi & Saatchi

“Marketing is one of the last domains of commercial enterprise to face up to issues of sustainable development. On both the environmental dimension of resource limits/pollution and the social dimension of wellbeing, marketing has significant impacts and is deeply implicated in the current challenges of unsustainable consumption and production. Yet at the same time, and I simplify, while marketing got us into this mess, it may be that marketing can get us out. We need to harness the creativity and the sophistication of marketing, and its methodologies, for human health and environmental sustainability.”

Ed Mayo, Chief Executive, National Consumer Council, September 2005

Mastering the Essentials of CSR, Marketing and Communication

Embed the Values of Sustainability in your Marketing Strategy

Course Overview:

The triple bottom-line approach of Sustainability or Corporate Social Responsibility presents many opportunities for Marketing. Embedding the triple bottom-line approach in Marketing will open doors to value addition for all stakeholders of an organization – as well as streamlining organizational efforts and further improving resource efficiency. Driven by a substance-based approach, Sustainable Marketing can translate into significant organizational savings, a more loyal customer-base and a reduced environmental footprint.

The program begins with outlining potential substance-based approaches. It also analyses current CSR trends related to Marketing & Communications and how these trends can help companies create a unique value proposition. It will demonstrate how effective CSR-based communications helps forge meaningful and impactful connections with stakeholders while strengthening corporate reputation as well as financial bottom-lines.

Training Methodology:

The workshop would make use of and share specific tools to enable participants to map, prioritize and engage their organization's key stakeholders, specifically those with most potential for marketing-centered value creation.

While the first few modules will be invested in building CSR foundational depth, the final modules invest the larger part of the day in applying the day's learning in an Expert-facilitated, peer environment. In addition to the opportunity to discuss CSR concerns with our Expert, participants will acquire the perspective to approach marketing with a new set of strategic measures.

Course Agenda:

1. Aligning Wavelengths: What is CSR?
2. The CSR-Marketing Nexus: Opportunities for Marketing Value Addition
3. Communicating Substance: Best Practice Analysis in Pakistan and beyond
4. Who's Who: Marketing-Centric Stakeholder Mapping Exercise
5. The Customer Value-Creation Hub: Exercise Defining Transformational Sustainable Marketing Tools
6. Checklists to Live By

Who Should Attend?

- C-Level Executives
- CSR Managers
- Sustainability Managers
- Strategic & Senior Marketing & Branding Professionals
- PR, Communications, Public Affairs Managers
- Internal and External Communications Managers
- HR Managers
- Corporate Leadership



Mastering the Essentials of CSR, Marketing and Communication

21 June 2011, Sheraton Hotel & Towers, Karachi
23 June 2011, Pearl Continental Hotel, Lahore



Workshop Investment

PKR 12,500/-
per participant

10% Group Discount
on 2+ nominees

Fee includes course material, Octara certificate, lunch, refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
Muhammad Adeel Khalil
E-mail : madeel@octara.com
 : register@octara.com
Tel : 021-34534261, Cell: 0300-8937513
Fax : 021-34520708, 021-34546639
- Send your cheque in favor of "Octara Private Limited"
To: **Muhammad Imran Anwer**
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at info@octara.com

To view reports on our past training workshops and events log on to www.octara.com

You can access our quarterly newsletter online at octara.com/newsletters.aspx

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



Logistics Partner



Partner **Culligan**

Bring

Mastering the Essentials of
CSR, Marketing and Communication

In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at 0332-2422732 for more details

Octara's Upcoming Programs INVEST TODAY!



Managing Upward

8 June 2011, Lahore
14 June 2011, Karachi
Ramiz Allawala



The Leader Shift

19 July 2011, Karachi
21 July 2011, Lahore
Dr. Tommy Weir



Project Management Toolkit

11-12 July, Islamabad
13-14 July, Lahore
15-16 July, Karachi
Hassan Bin Rizwan



The Corporate Finance Workshop

July 2011, Karachi & Lahore
Ali Saeed



Leader As Coach

9 July, Karachi
11 July, Lahore
12 July, Islamabad
Ramiz Allawala

*Octara reserves the right to change courses, dates, content or method of presentation.

Connect
with Octara on
social networks:

