INDIAN INSTITUTE OF BANKING & FINANCE
(ISO 9001:2008 Certified)

PROGRAMME on

Internal Marketing for Superior Employee Performance
From

17th to 18th October 2016 (2 days)

Venue:
Leadership Centre,
Indian Institute of Banking & Finance,
Kohinoor City, Commercial II, Tower 1, 3rd floor,
Off LBS Marg, Kirol Road,
Kurla (W), Mumbai – 400070.
Website: www.iibf.org.in

For nominations please contact:
Mr. Kavan Shah
Deputy Director
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Mobile :+91 9819459496

Programme on “Internal Marketing for Superior Employee Performance”

Background
During its 89 years of service, IIBF has emerged as a premier institute in banking and finance education. Along with its various Certification and Diploma programme, IIBF came into training activities in 2012, to increase capacity building in Banks. The training activity which was started at its Leadership Centre in Mumbai, have been expanded to the major cities and according to the requirement of Banks.

PURPOSE
It is a well-known that there is a large talent pool available in Indian banking industry. There is no dearth of ideas on how to design and market various banking products and services. If we are still held back from realising full potential, largely it is due to poor implementation of ideas/strategies.

In implementation, employees are the main resource for achieving desired results in any organisation, more so in financial services industry where products cannot be separated from the person marketing them. We need to invest same degree of care and effort in “designing” the marketer that we invest in designing the financial product.

This two-day Programme on Internal Marketing is aimed at discussing strategies about how to “design” the marketer (i.e. the employee) for superior performance. Three things are needed for this purpose, and the Programme will discuss strategies for each of these requirements.

• To INFORM employees about products and strategies
• To EXCITE employees about these products and strategies, and
• To INVOLVE them in successful implementation

OBJECTIVE
• To focus on role of “human factor” in successful Financial Services Marketing (FSM)
• To explain the concept of Internal Marketing and its importance in FSM
• To discuss Internal Marketing strategies and their operational relevance
• To develop knowledge and skill of participants in deploying Internal Marketing Strategies
• To develop a customised package of Internal Marketing Strategies suited to the requirements of Programme participants

CONTENT OVERVIEW
• Unique features of FSM and linkages with Internal Marketing
• Internal Marketing Concept
• Corporate Mission, its communication and linkages with Internal Marketing
• Internal Marketing Strategies
• Role of personality traits in FSM
• Concept of Psychological Ownership
• Role of Reward-Punishment Mechanism
• Cultivating employee participation and involvement
METHODOLOGY

The programme will be highly interactive lectures, case studies, group discussion, experience sharing, Q & A session etc. Programme Pedagogy revolves around knowledge inputs and their immediate application at each stage by participants themselves in Group Discussion, to hone up their practical skills in Internal Marketing

TARGET GROUP

Middle and Senior level Bank Executives, Branch Heads and Trainers

DURATION

From 17th to 18th October 2016 (2 days) at Mumbai.

VENUE

Leadership Centre, Indian Institute of Banking & Finance, Kohinoor City, Commercial II, Tower 1, 3rd floor, Off LBS Margi, Kirol Road, Kurla (W), Mumbai – 400070. (Nearest Rly stn. Vidya Vihar)

TRAINING FEE

Rs. 7,500 per participant plus service tax @15% i.e. Rs.1,125, aggregating to Rs.8,625 (In case of TDS deduction, please send us TDS certificate). Programme fees may be remitted to the credit of Institute’s account with Bank of Baroda, details of which are given below:

✓ Name of the Bank branch: Bank of Baroda, Kurla (West).
✓ Account no: 19750200000806 IFSC code: BARB0KURLAX(0 is zero)
✓ (PAN No: AAATT3309D and Service Tax No. AAATT3309DSD002)

The programme is Non residential.

In case any participant requests Hotel accommodation, the Institute may arrange in Kohinoor Elite Hotel (within 5 minutes walk from the Institute, contact no 022 61526152, 8879791094) at an all inclusive price of Rs. 5500 per day plus taxes for double occupancy and Rs. 4,500 plus taxes for single occupancy. The rates are only for IIBF trainees and include breakfast, lunch, evening tea and dinner. Four hour internet and free laundry for four pieces of clothing is complimentary.

For further details and nomination please contact:

<table>
<thead>
<tr>
<th>Mr. Kavan Shah</th>
<th>Mr. Shailesh Suvarna</th>
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<tbody>
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(ISO 9001:2008 Certified)  
Kohinoor City, Commercial II, Tower 1, 3rd floor,  
Off LBS Marg, Kirol Road,  
Kurla (W), Mumbai – 400070. 

NOMINATION FORM 

Programme Title: Internal Marketing for Superior Employee Performance  
Date: From 17th to 18th October 2016 (2 days) at Mumbai  
Programme Type: Non Residential  
Timing: 09.30 to 17.00 hrs  
Participants Nominated:  

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<th>Sl. No</th>
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Bank/Organisation: ______________________________________________________  
Address: _______________________________________________________________  
___________________________________________________ Pin Code: __________  
Phone: ______________ Fax: _____________ E-mail: ________________________  

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✓ (PAN No: AAATT3309D and Service Tax No. AAATT3309DSD002)  
✓ Kindly narrate: Programme name; date “from …….to”; number of participant  

Please send your nominations to:  

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