

EMBER BLU

Exchange with Martin Roll

2018

October 29
MindSet



Martin Roll
Global Business & Brand Strategist

**Building Iconic Customer-Centric Brands
That Drives Sustained Business Impact**

KEYNOTE ON

“How Branding Drives Impact for Maldivian
Companies on a Global and Local Perspective”

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Martin Roll will provide an opening speak on “How branding drives impact for Maldivian companies on a global and local perspective” and share his perspectives on the challenges and opportunities for branding in a global context and the local branding opportunities for Maldivian companies.

The opening speak will be followed by a master class led by Martin Roll where branding tools, perspectives and experiences will be discussed with the audience with a strong focus on what Maldivian companies can do to brand themselves, build strong portfolio of brands, and how they can learn from global experiences and benefit in a local and regional context.

Event Program

09:00AM - 09:05AM

Opening remarks by Ember Blu

09:10AM - 10:00AM

Presentation by Martin Roll
“How Branding Drives Impact for Maldivian Companies on a Global and Local Perspective”

10:05AM - 11:00AM

Learning Exercises

11:00AM - 11:20AM

Coffee Breakout

11:20AM - 12:20PM

Discussion & Learning Take-Aways

Date

October 29, 2018

Venue

MindSet

1ST Floor
TFG Building
Ma. Free Park
Bodufulah Magu
Male', Maldives

