

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH/SEMINAR/2017-18

09 May, 2017

NO PARTICIPATION CHARGES

To,

All Member(s),

Sub: AWARENESS SEMINAR ON "NEUROSCIENCE IN MARKETING FOR HANDICRAFT EXPORTERS" ON 13TH MAY'2017 (SATURDAY) reg.

Sir/Madam,

We are pleased to inform you that Export Promotion Council for Handicrafts (EPCH) is organizing an awareness seminar on "**NEUROSCIENCE IN MARKETING FOR HANDICRAFT EXPORTERS**". The leading guest faculty will address the seminar on **13th May, 2017(SATURDAY)**.

Marketing has become an integral part of any business. As marketing is evolving, newer technologies are supporting marketers for better results. Neuroscience is an emerging technology that has practical applications for marketing of products in global context. Neuroscience for marketing is being utilized by leading companies in their marketing plans and actions. Neuroscience in marketing is evolving at a rapid pace with flair of managing second-by-second changes in brain activity of consumers. The above seminar will help the participants to understand the Neuroscience in marketing to compete in the world market. The detail of the seminar is as under :-

Seminar : **NEUROSCIENCE IN MARKETING FOR HANDICRAFT EXPORTERS**
 Date : **13TH May'2017 (SATURDAY)**
 Time : 2.30 PM onwards
 Venue : **Conference Hall, 3rd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi**
(Car parking available at Rear side of the building)

The objective of the above seminar is to provide the required knowledge to the stakeholders who are engaged in the handicraft sector. In case you have any specific queries/question that you may like to raise during the seminar, you may kindly forward the same so that it can be addressed by the speaker and a solution can be proposed to you. Limited seats are available on first-come-first serve basis. The members are requested to *kindly forward us their confirmation at renewmem@epch.com* (confirmation form attached).

Thanking you.

(RAKESH KUMAR)
EXECUTIVE DIRECTOR**Response Form**

Dear Sir,

I, Mr. /Ms. _____, am interested to participate in the above Seminar "**NEUROSCIENCE IN MARKETING FOR HANDICRAFT EXPORTERS**" at New Delhi on 13th May'2017 (**SATURDAY**) and shall attend the same.

Company Name : _____
 Tel/ Mob. : _____
 Email. : _____
 Date: : _____

Signature : _____

Date: _____