 

**Invitation and Programme**

**Institute of Management of the Slovak University of Technology (IM STU) in Bratislava, Partner of the Interreg SKHU EYES project announces workshop „Why it is important to start building a brand and when to start with it” in co-operation with the IT Academy s.r.o. in Bratislava – 8 November, 2018**

Our invited expert Ms. ***Simona Kubán*** *w*ill introduce entrepreneurial considerations on generic product versus a love brand. Building such a brand should be based on a long-term communication strategy of a start-up/company. Another challenge is the available (usually limited) amount of communication budget. How to cope with all these issues? The presentation will be supported by case stadies and references to the industry practice. Some tasty refreshments will not be missing as well.

**Topic:** **Why it is important to build a brand and when to start with it?**

The following themes will be discussed:

* How to avoid having a generic product and build a love brand?
* Are the purchase decisions based on rational or emotional benefits?
* How to elaborate a long-term communication strategy and what are its musts?
* What has Blogs in service of business

**The trainer:**Ms.Simona Kubán, **Language:** Slovak

**Firm:** CEO of the promotion agency SCR, on-line marketing expert, invited university lecturer

*Ms. Simona Kubán* has achieved two MS university degrees. She started buiding her career at the age of 16 working int he marketing department of a hotel. Later she worked in the department of international purchasing with the Raiffeisen Bank and during her studies became a co-owner of an commodity export-import company doing business with Viet-nam and USA. She has a deep involvement in online marketing and gives regular lectures on these topics at the Slovak universities and also at the STU Incubator of Technology.

**Date:** 8 November 2018, 9:00 a.m. to 11:00 a.m.

**Venue**: Univerzitný technologický inkubátor STU, 1st floor, room nr. 1.02

Pionierska Street 15, 831 02 Bratislava

Web: [www.inqb.sk](http://www.inqb.sk) E-mail:[info@inqb.sk](mailto:info@inqb.sk)

The workshop is free but registration is required!

**Registration by e-form: [pomocou elektronického formulára](https://goo.gl/forms/wGoeeArwdYxgnoD43) by** 7 November 2018, 3 p.m. at the latest.



**Pozvánka a program**

**Ústav manažmentu STU v Bratislave, partner projektu Interreg SK-HU EYES Vás pozýva na workshop „Prečo je dôležité začať budovať značku a kedy s tým začať” v spolupráci s IT Academy s.r.o. v Bratislave 8. novembra 2018.**

**Prečo je dôležité budovať značku a kedy s tým začať?**

**Lektor:** Simona Kubán  
**Termín:** 8.11.2018 od 9:00 - 11:00 hod.   
**Miesto:** Univerzitný technologický inkubátor STU, Pionierska 15, 831 02 Bratislava - 1. poschodie. č. miestnosti 1.02  
 **Obsah:**

• Ako nemať generický produkt a ako budovať love brand?   
• Sú nákupné rozhodnutia založené na racionálnych alebo emocionálnych benefitoch.   
• Ako postaviť dlhodobú komunikačnú stratégiu a čo musí obsahovať.   
• Čo musí obsahovať kreatíva? Ako aj s malým rozpočtom efektívne komunikovať?  
• Prípadové štúdie a ukážky z praxe

**O lektorovi:**

Simona vyštudovala dve vysoké školy a svoju kariéru začala budovať už v 16. rokoch, kedy pracovala na marketingovom oddelení hotela. Ďalej pôsobila v Raiffeisen Bank na medzinárodnom oddelení nákupu a už počas štúdia bola spolumajiteľkou export-import spoločnosti obchodujúcej s komoditami s Vietnamom a USA. Momentálne pôsobí ako CEO v reklamnej agentúre SCR, ktorá sa sfúzovala s EnterCompany. Venuje sa online marketingu a pravidelne prednáša na univerzitách a aj u nás, v InQb.

Zaregistrovať sa je možné najneskôr do 7.11.2018 do 15:00 hod.  
  
**Registruj sa tu >>** <https://goo.gl/forms/jf40vdyEF13VuJtg1>