

## 1<sup>st</sup> SIAM HR Conclave 2010

### Branding & Marketing

#### Client

The Society of Indian Automobile Manufacturers is a not-for-profit organization, the apex national industry body representing all major vehicle and vehicular engine manufacturers in India. The SIAM Human Capital Group was set up under the Chairmanship of Mr. Prince Augustin, Senior Vice-President, Human Capital – Automotive Sector, Mahindra & Mahindra to ensure availability of trained manpower to meet the demands of the auto sector which aims to employ 25 million persons additionally by 2016.

#### Situation

The Indian Auto Industry has reached a pivotal moment creating several exciting opportunities for the auto community. People play a critical role in the reinvention of these auto companies, both in form and spirit.

The SIAM HR Capital Group hence decided to hold the 1<sup>st</sup> SIAM HR Conclave in February 2010 which aimed to create a forum for the Auto Community to collectively dialogue on the strategic HR issue of driving business globally through people.

With this objective the Conclave was aptly titled **Accelerating Growth through People**.

#### Scope

Fulki was asked to partner SIAM in the area of Communication. The scope of activities included creating a theme for the Conclave, developing the communication to market it, creating a vibrant learning ambience at the Conclave venue and sustaining the energy and momentum thus created.

#### Solution

The theme for the first Siam HR Conclave **Accelerating Growth through People** was visually depicted by a group of people navigating and leading the way for change - globally. The colors were chosen to reflect



Theme

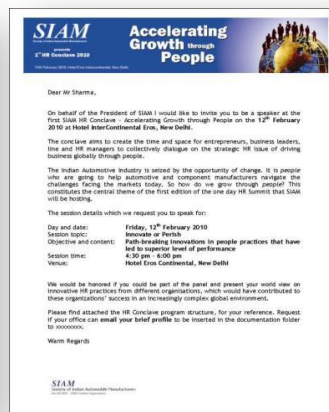
overtones of engagement, warmth, optimism and trust.

## Marketing Communication

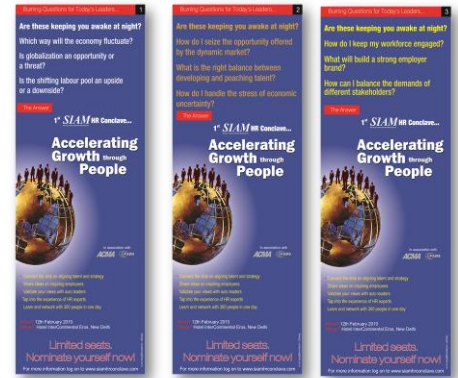
The teasers and marketing material reflected the Conclave's main aim of addressing the fears and questions uppermost in the minds of Auto Leaders in the current economic situation, as well as its objective of providing the auto community the right forum to network with peers, experts and leaders.



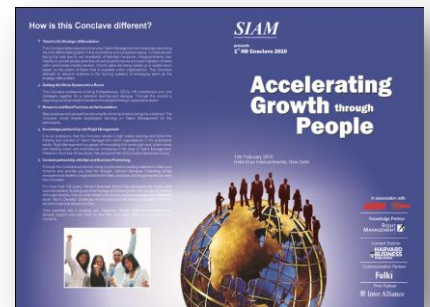
Website Snapshot



E-mail Communication



Teasers



Brochure

Fulki aided the SIAM HR Capital Group to close successful partnerships with OOH Media – India's largest Out of Home Media Company which helped SIAM reach over 50 Million people per month through 5000 screens in more than 22 cities pan-India

## Brand Visibility – Onsite

## Brand Visibility – Collateral



On-site Signage



Docket Bag



Chest Cards



Screens



Table Branding



Speaker Plaque



Docket Bag with Reading Material

*Brand Visibility – Post Program*

A Journal with Articles contributed by SIAM Members was launched at the Conclave

*Brand Building - Strong Strategic Partnerships*

Successfully closing partnership with Harvard Business Publishing with the help of Fulki, helped enhance the SIAM HR Conclave brand.

**Impact**

Over 400 delegates against an expected turnout of 150. Through the communication Fulki created an emotional connect, a bridge, between the SIAM HR Capital Group and the multiple audience groups - the entrepreneurs, business leaders, and line and HR managers of the Automobile community.

This communication helped to build the brand and enhanced the brand value of the 1<sup>st</sup> SIAM HR Conclave.

It also helped create excellent speaker participation including Mr. Anand Mahindra, Vice Chairman & Managing Director, Mahindra & Mahindra Limited, Mr. R. C. Bhargava, Chairman - Maruti Suzuki India Limited, Mr. Karl Slym, President & MD, General Motors and others.

