

Sparking the Magic Connect

Fulki

LEARNING &
COMMUNICATION
ENHANCED

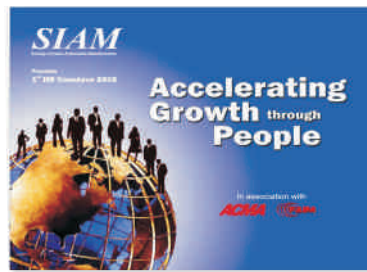
Successful brand communication lies in knowing how to create value for your brand by really connecting with your multiple and diverse audiences

- Experience has shown that the instances when communication works is when both the speaker (the brand) and the listener (the target audience) form an emotional connect.
- We specialise in creating communication bridges that connect the two points, sparking the emotional connect and creating magic!

Conferences

Branding and enhancing brand visibility by sparking the magic connect between the organiser, the audience and the content:

- We attract the right audience through marketing, database management, response management
- We arouse curiosity through teaser campaigns, invites, brochures, ads, leaflets
- We intensify the impact of the physical learning space through learning space design, backdrops and synchronised program collateral
- We enhance retention and impact by introducing the principles of active learning in the program content; speaker coordination, briefs, program design; relevant reading material; journals, souvenirs; giveaways, plaques, certificates



Communication and Design partners for the SIAM 1st HR Conclave with over 400 participants

SIAM
Society of Indian Automobile Manufacturers

Communication tools included pre-conference marketing material, website design, in-conference on-site branding material, in-conference delegate collateral, conference proceedings media CD journal design and printing.

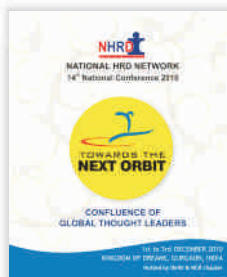


Communication Partners for the upcoming PanIIT 2010 - a global Conclave www.paniit2010.org

- Marketed to over 50,000 IITians
- Expected to host over 5000 participants

Communication tools

E-Newsletters
Website revamp
Delegate Collateral
Handouts
E-Teasers
Posters



Design and Content Support for the 14th National HRD Network Conference 2010 attended by over 1300 delegates, international thought leaders and experts

Brochure
Conference Collateral
Mementos
Conference Coverage



Strategic support on managing the first Conference on Inspired Leadership 2010



Customer Speak



Anil Sachdev
Founder & CEO, Soil

"We have worked with Ms Anuradha Sharma and Fulki for the Conference on 'Inspired Leadership' held in our campus on the 29th and 30th of January 2010.

We found her work to be innovative, meticulous and of the standards that we would like to have in all our events.

Her unique gift of design and positive service attitude is rare to find in today's world."

Visual Identity Programs

Reinforcing key messages by creating the connect that adds the magic spark.

- We enhance the perception of the value of the brand through a synchronised corporate identity design which is reflected in all visible aspects of the Brand including
 - Logo and tagline
 - Mission, vision and strategy
 - Signages
 - Marketing collateral
 - Flyers, Brochures, Leaflets
 - Documentation, newsletters
 - Website
 - Audio Visuals

Development of Marketing Collateral to build the NSDC brand across India



Skill Training & Employment Centre

Development of a logo, visual identity and external marketing material for GRAS Academy

Building the brand for Institute of Leadership Development, Jaipur, an initiative promoted by IFCI



Synchronised corporate identity design, reflected in all visible aspects of the Institute, and values communication.

Internal Communication

Engaging with employees to spark the magic connect.

Fulki specialises in designing and delivering initiatives to engage employees across both internal communication and events; from emails to company newsletters, from award ceremonies to communication townhalls, from films and audio-visuals to the intranet we craft and create a look and feel that sparks the magic connect.

• Confidential material; cannot be shared.



Accelerating Learning

We spark the magic connect between the learner, the content and the instructor in many ways.

- We attract the right audience through marketing, database management, response management
- We arouse curiosity through teaser campaigns, invites, brochures
- We intensify the impact of the physical learning space through learning space design and synchronised program collateral
- We enhance retention and impact by introducing the principles of active learning in the program content and relevant reading material

Supporting organisations in intensifying the effectiveness and retention of learning and the impact of training programs through various interventions and collateral



Supporting the Harvard Business School India Research Centre in building their brand among visiting Global Professors, Alumni, Prospective Partners and Students



Communication tools

E-invites Newsletters
Delegate collateral Handouts
Learning event & meeting collateral



"Working with the Fulki Communications team is a pleasure. Their 'can-do' attitude, creativity, and ability to execute within tight deadlines is most impressive."

Vinay Hebbar
Managing Director
Harvard Business Publishing India



"On behalf of the SIAM-Human Capital Group I would like to thank the Fulki team for the excellent work that they have shown and helped us in executing the 1st SIAM HR Conclave. Your contributions have been immense and value addition, much more than we expected. The touch point brands and the reach of communication through OOH media and others have gone a long way in positioning our conclave appropriately.

We look forward to your help, support and guidance."

Prince Augustin
Chairman SIAM Human Capital Group
EVP Human Capital, M & M

