



Aalto University

IDBM International
Design
Business
Management

IDBM Industry Project Seminar IV Branding
15.3.2017 Ilona Törmikoski, Aalto University

IDBM Industry Project Interim presentations II

- 9:30** **Schedule of the spring**
- **Upcoming seminar days and project clinics**
- 9:40** **Kirsti Lindberg-Repo:**
How to brand a designed concept?
– **Strategies and tactics**
- 12:30** **Wrap-Up & End of the Day**

Upcoming project days

- **Seminar I** 11.1.2017 9-13 Aalto BIZ AE 341
 - *Communication and interaction, effective meetings, Miikka Penttinen*
- **Seminar II** 18.1.2017 9-13 Aalto BIZ AE 341
 - *Design methods, Service Design, Mikko Kutvonen + Team dynamics, constructive feedback*
- **Seminar III** 1.2.2017 9-13 Aalto BIZ AE 341, Ilona Törmikoski
 - *Tools for ideation, how to crystallize your ideas*
- **Seminar IV** 15.3.2017 – Aalto BIZ AE 341, Kirsti Lindberg-Repo
 - *How to brand a designed concept – Strategies and tactics*
- **Seminar V** 12.4.2017 9-13 Aalto Design Factory Stage, Otaniemi - *Pitching/presenting*

Presentations & meetings Spring 2017

- **Interim presentations II Wed** 1.3.2017 9-13 Aalto Design Factory Stage, Otaniemi, *to be confirmed*
- **Project clinic 12.-13.4.2017** (supervisors, Markku, Anna-Mari) Aalto BIZ
 - *Come with your worries, book your time!*
- **Final presentations IDBM Impact** 19.5.2017 – *part of Aalto Festival*
- **Optional Reflection Day** 24.5.2017 – *to be confirmed*

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- 9:40** **Kirsti Lindberg-Repo:**
How to Brand a Designed Concept?
– Strategies and Tactics
- 12:30** Wrap-Up & End of the Day

Kirsti Lindberg-Repo

- Founder and CEO of Brand Audit Group
- Ph.D. in Marketing from Hanken School of Economics
- Actively contributing to brand research for past 15 years with both academia and practitioners



Fields: Brand Management, Service Management, Integrated Marketing Communications

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Thank you!