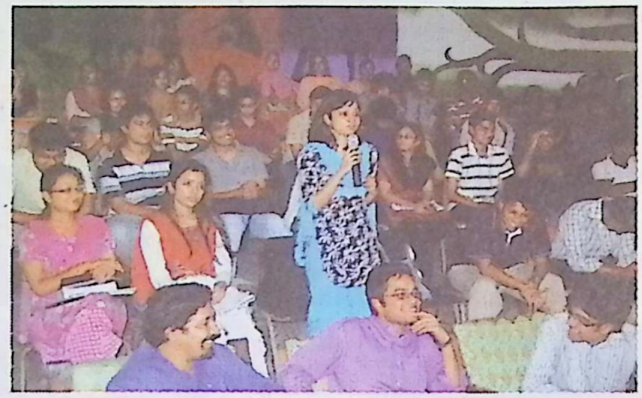
Seminar Held at IBACC

Zaitun Quadri

A man loses his Nokia cell phone while fishing only to find it unscathed and fully operative inside the tummy of a cod fish a week later. This was a mere fragment of the incredible story of Nokia, presented in the "Branding Strategy" seminar organized by IBACC. On 1st June at 12:45 pm, the auditorium in IBA was brimming with students who had come to attend the very first of a series of seminars preceding the much awaited Intra IBA Branding Competition. The seminar was inaugurated by Mr. Shama-e-Zaheer, teacher in IBA, who made a hearty introduction of Mr. Nawfel Anowar, the Head of Marketing of Nokia Emerging Asia. Mr. Anowar connected with the audience immediately with his purposeful story telling approach, as he proceeded to enlighten the students about the remarkable history carved by the Finnish transnational since its inception in 1865. The presentation made use of captivating and inspiring videos to lend insights into Nokia's value driven culture and its emphasis on human technology. Mr. Anowar then proceeded to elucidate the power of consumer behavior analysis and extensive segmentation strategy in setting the stage for Nokia's award winning advertising campaign in Bangladesh. The QnA round made the session



all the more interactive, with students raising questions about Nokia's responsive strategy in the midst of other brands that are popular among the youth. The session concluded at 2 pm with a vote of thanks by Mr. Sheikh Morshed Jahan, Chairman of the BBA Programme. The attending students found the seminar widening their knowledge base about the branding strategy applied by the world's fifth most valuable brand.

Graduation Celebration 2009 at ISD

INTERNATIONAL School Dhaka celebrated the Graduation of the Class of 2009 on May 28 in a formal graduation ceremony held at the Radisson Water Garden Hotel Dhaka.

This year 42 ISD students graduated. Having received offers and acceptances from universities and colleges in



Australia, Canada, the UK and the USA, the ISD Graduates of 2009 will soon be joining previous graduates of International School Dhaka studying in leading universities around the world, some with scholarships.

ISD, founded in 1999 and located in Bashundhara R/A, has been providing a high-quality international education for both national and expatriate students from Playgroup to Grade 12 (ages 2 19 years). ISD is authorised by the International Baccalaureate Organisation (IBO) as an IB World School and offers all three IB programmes the Primary Years Programme (PYP), the Middle Years Programme (MYP) and the Diploma Programme (DP). It is managed by the Council of International Schools (CIS) and accredited by the CIS and the New England Association of Schools and Colleges (NEASC).

Numeracy, language skills, creative thinking skills, an international outlook and ability to thrive at university are the most frequently looked for qualities in university applicants across the world. IB is recognised throughout the world as the best preparation for university study.

ISD graduates consistently achieve International Baccalaureate Diploma pass rates above the world average.