



**December 17, 2008 - Ballroom, The Taj Mahal Palace & Tower  
Apollo Bunder, Mumbai**

<i>Creating Emotional Engagement with Customers &amp; Employees</i>	
9:30 - 10:30 am	9:30 – 10:30 am Registration
10:30 – 10:40 am	<b>Introduction</b> Priya Singh, Managing Director of Programs & Marketing Executive Education, Stanford Graduate School of Business
10:40 am- 12:00 pm	<b>Emotional Enhancement of the Employee Experience</b> Professor Hayagreeva Rao
12:00 - 1:30 pm	<b>Lunch</b>
1:30 - 2:45 pm	<b>Revisiting the Customer Value Proposition I: The Power of Brand Salience</b> Professor Baba Shiv
2:45 - 3:00 pm	<b>Break</b>
3:00 - 4:15 pm	<b>Leading Change: Hot Causes and Cool Mobilization</b> Professor Hayagreeva Rao
4:15 - 5:30 pm	<b>Revisiting the Customer Value Proposition II: The Power of Brand Emotion</b> Professor Baba Shiv
5:30 - 7:00 pm	Cocktail Reception (Gateway Room)