



## Seminar / Training News

ICT Mahidol, in collaboration with Edupluz, organized an academic seminar titled "MUICT-AST: The series for Mahidol People: Rebranding for Organizations"



On October 25, 2023 – the Faculty of Information and Communication Technology, Mahidol University, in collaboration with Edupluz, organized an academic seminar titled "MUICT-AST: The series for Mahidol People: Rebranding for Organizations." During the event, Lect. Kiattirat Jindamanee, TaoKaeMai.com web owner, served as the keynote speaker, sharing his marketing expertise on the topic of rebranding for organizations with all participants. The seminar took place in Room IT204 on the 2<sup>nd</sup> floor, the Faculty of ICT, Mahidol University, Salaya.

The objectives of this seminar were to provide participants with insights into rebranding, a popular marketing strategy in many organizations, and equip them with the knowledge and strategies needed to apply it effectively to enhance their organizations' image and respond to today's diverse needs.

Source: <https://www.ict.mahidol.ac.th/muict-ast-rebranding/>