



Management And Leadership

**Brand Management**

## Course Introduction

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In today's competitive business world, branding is everything. A successful branding result in recognition, desire, trust, customer loyalty and ultimately, adds to the bottom line. This training course is designed to provide participants with the essential concepts and strategies needed in order to plan, implement, launch and manage an effective brand that wins internal and external support.

## Target Audience

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- Brand Managers
- Marketing Managers and Executives
- Communication Managers
- Public Relations Specialists
- Corporate Affairs Managers
- Business Development Managers
- Product Managers
- Advertising Professionals
- Entrepreneurs and Start-Up Founders
- Customer Experience Managers
- Chief Marketing Officers (CMOs)
- Strategy and Innovation Managers
- Creative Directors and Content Strategists
- Professionals involved in corporate identity, brand strategy, or marketing campaigns

## Learning Objectives

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**By the end of this training course, participants will be able to:**

- Gain a comprehensive understanding of the importance of branding and how it can be used to support the organisation's business purpose
- Design a range of print, online, multimedia and face2face collateral to explain what the brand stands for and how to use it
- Utilize the principles of branding to develop an effective brand for their organisation, or refine the existing brand
- Develop support for the brand from a wide cross section of stakeholders including executives, employees, customers, influencers and the media
- Recognize and apply mechanisms to monitor the brand over time, including performance and perceptions, recommending effective ways of refreshing the brand when needed

## Course Outline

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### • 01 Day One

#### The Importance of Branding

- What is a brand?
- What do leaders expect when they invest in branding?
- Who owns our brand?
- How do brands add value to an organization?
- How to link brand to the organisation's mission, vision, values and purpose?
- What should a brand include? – differentiation, relevance, trust, emotion

#### Creating an Effective Brand

- 8 key criteria for a branding strategy
- 7 essential elements of a brand's identity
- Developing brand values and value propositions
- Using customer insights to build the brand
- Creating buyer personas that resonate with customers and potential customers
- Connecting brand to the past, present and future

### • 02 Day Two

## Developing Support for the Brand

- Finding a brand champion from the leadership team
- Characteristics of great brand champions
- Empowering employees as brand ambassadors
- Using celebrities as brand ambassadors
- Developing fans and bloggers as online brand ambassadors
- Proving the brand's worth to shareholders using the international standard ISO 10668

## The Branding Manual

- Developing the branding guidelines
- Creating the brand manual
- Running branding workshops for employees and creative agencies
- Developing a branding communications plan for internal and external audiences
- Running a brand launch event
- Ensuring consistent delivery of multiple launch events

### • 03 Day Three

## Protecting the Brand Over Time

- Monitoring customers' experiences and perceptions of the brand
- Monitoring opinion formers and influencers' views
- Monitoring what is said in the media
- Knowing when to refresh the brand
- Exercise where participants create and present their own brand
- Action planning to take learning back into the workplace

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 25, 2025	May 27, 2025	3 days	3250.00 \$	KSA - Riyadh
July 21, 2025	July 23, 2025	3 days	4950.00 \$	switzerland - Geneva

FROM	TO	DURATION	FEEs	LOCATION
Oct. 6, 2025	Oct. 8, 2025	3 days	1550.00 \$	Virtual - Online