



## Corporate Identity & Brand Management

### Coordinating Brand Support Activities

#### ► Training Details

##### Online Training Course Overview

Are you struggling with how to make sure your organisation stands out in a crowded marketplace?

Perhaps you've recently been given responsibility for your organisation's corporate identity or have taken over managing a product brand or a service brand. You're feeling a bit unsure about how to ensure your brand resonates with existing and potential customers.

This Anderson online training course gives practical skills and techniques for managing corporate identity and individual product and service brands. Delegates will enhance their brand development and management capabilities.

##### Online Training Course Objectives

**By attending this Anderson online training course, delegates will be able to:**

- Explain how to create a positive identity for their organisation, and how to repair a damaged reputation
- Develop strategic relationship programme for managing their reputation with key stakeholders
- Explain the key elements of a brand and work with designers to create or refresh a brand
- Manage a single product or service brand for their organisation

##### Designed For

People who are responsible for developing and managing their organisation's brand image, reputation or corporate identity, including:

- Marketing managers and directors
- Public relations managers and directors
- Corporate communication managers and directors
- Business strategists

#### ► Training Details

##### 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

##### Day Two: 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

### Day Three: 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

### Day Four: Explaining the Brand

- ▶ 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

### Day Five: 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

## ▶ Preview

10:30 - 11:00	:	Welcome, Setup, Registration
<b>11:00 - 12:30</b>	:	<b>First Session</b>
12:30 - 12:45	:	Break (15 minutes)
<b>12:45 - 14:15</b>	:	<b>Second Session</b>
14:15 - 14:30	:	Break (15 minutes)
<b>14:30 - 16:00</b>	:	<b>Third Session</b>

## ▶ The Certificate

An Anderson e-Certificate will be provided to delegates who attend and complete the online training course

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: [+971 4 365 8363](tel:+97143658363)

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

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