



# SM066: Corporate Identity & Brand Management



## Training Description:

How your brand is perceived within your own country, and internationally, whether it stands out from competitors, is more important than ever. This innovative branding masterclass helps participants plan, implement, launch and manage an effective brand that wins internal and external support.

We look at what brands are, why organisations need one, what value they bring and how to build and manage our brand. This intensive training course include lots of real-life examples to inspire participants to create their own brand.

### This training course will highlight:

- Defining a strategy for your brand
- Linking branding to corporate vision, mission, values and culture
- Expressing brand through its image, personality and characteristics
- Explaining the brand to stakeholders and winning their support and loyalty
- Sustaining and evolving the brand over time

## Training Objectives:

### By the end of the training, participants will be able to:

- ✓ Explain the benefits of branding and how to use a brand to support their organisation's business purpose
- ✓ Use 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
- ✓ Create a range of print, online, multimedia and face2face collateral to explain what the brand stands for and how to use it
- ✓ Use mechanisms to monitor the brand over time, including performance and perceptions, recommending effective ways of refreshing the brand when needed

## Training Designed for:

This course is intended for those who are responsible for branding and effectively explaining what their brand stands for. This course is suitable for Marketing directors, Business owners, PR managers, PR, Executives & Marketing Executive, Branding, product, design & marketing managers, Graphic designers in the private sector, public sector and start-up.

## Training Program:

### DAY ONE:

- ❖ Pre-Test
- ❖ 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

##### ❖ Course Conclusion

##### ❖ Final Examination and EVALUATION

### Training Requirement:

“Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request.”

This training course is available upon request in English or Arabic. Content, location and duration can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course





as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

### Training Methodology:

This training course combines presentations that share both theory and industry best practices with practical sessions in accordance with adult learning and blended learner-centred principles. Learning is interactive, hands-on, experiential, peer-sharing, reflective and self-directed. Participants will have opportunities to put into practice the skills they develop and enhance during the training course. We make the most of videos, case studies, group dynamics, learning games, reflective questions and answers, peer exchange, role-play, demonstration, skills practice and storytelling. Participants are encouraged to reflect on and discuss their own professional issues and experiences. Overall, 70% of the training will be experiential and 30% will be theoretical. The final day includes an exercise during which participants create and then present their own brand.

### Training Certificate(s):

Internationally recognized certificate(s) will be issued to each participant who completed the course.

### Training Fees:

**As per the course location** - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01<sup>st</sup> of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

### Training Timings:

#### Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:30	Recess (Prayer Break & Lunch)
13:30 - 16:00	Last Session

**For training registrations or in-house enquiries, please contact:**

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Training & Career Development Department

