



SM034: Brand Identity Advanced Course

Training Description:

The Branding Identity advanced course will help you plan, build and implement a compelling brand from brief to creation, identification and implementation. The course outlines the importance of determining the personality and character of the brand and how it influences the customer experience through employees and external audiences.

Learn how to use brand strategy to create a sustainable and differentiated brand proposition. Using practical exercises and examples learn how to plan and create your own brand identity, presenting this to the others on the course.

Training Objectives:

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

- ✓ Understand the process on how to make branding central to your organisation's success, developing the skills to manage and sustain brand value and to create a differentiated and authentic brand proposition built on the firm foundations of a solid strategy
- ✓ Understand how your compelling brand proposition is created, implemented, communicated and sustained

Training Designed for:

This course is intended for people interested in branding and the effective communication of the brand. The attendees will ideally have the responsibility to manage and instigate brand identity communications and is appropriate for Marketing Executives, Marketing Managers, Marketing Directors, Business Owners, Graphic Designers and Design Managers from start-ups to established enterprises.

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."

Contents 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 Program:

FIVE DAYS:

- ❖ PRE-TEST
- ❖ Brand importance
- ❖ Structuring your strategic brand plan
- ❖ Profiling your target customer and exploring your brand context
- ❖ Clarifying the substance of your brand
- ❖ Establishing the business case for your brand plan
- ❖ Identifying sources of value in your brand
- ❖ Brand architecture / Brand archetypes
- ❖ Brand strategy
- ❖ Brand culture

- ❖ Defining your Brand Values
- ❖ Articulating your brand essence
- ❖ Clarifying your brand promise
- ❖ Establishing your brand positioning
- ❖ Stating value proposition
- ❖ Understanding your brand experience
- ❖ Brand design
- ❖ Brand identity
- ❖ Brand experience
- ❖ Building A Holistic Service Brand Experience
- ❖ Brand Personality
- ❖ Corporate Visual Identity
- ❖ Consistent Communications
- ❖ Human Resource Initiatives
- ❖ Employee & Customer Engagement
- ❖ Multisensory Branding
- ❖ Brand portfolio management
- ❖ Understanding and applying brand metrics
- ❖ Employer Branding
- ❖ Course Conclusion
- ❖ POST-TEST and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

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

Training Fees:

TBA 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 01st 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 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

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

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