Corporate Identity & Brand Management

Coordinating Brand Support Activities

21 - 25 Jun 2021, London
14 - 18 Nov 2021, Dubai
WHY CHOOSE THIS TRAINING COURSE?

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 a brand. Our five days together include lots of real-life examples to inspire participants to create their own brand.

This training course will feature:

• 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

WHAT ARE THE GOALS?

By the end of this training course, 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

WHO IS THIS TRAINING COURSE FOR?

This masterclass is designed for people who are responsible for branding and effectively explaining what their brand stands for.

This AZTech training course is suitable to a wide range of professionals but will greatly benefit:

• 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

HOW WILL THIS TRAINING COURSE BE PRESENTED?

The AZTech 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.
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

THE COURSE SCHEDULE:

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>21 - 25 Jun 2021</td>
<td>London</td>
</tr>
<tr>
<td>14 - 18 Nov 2021</td>
<td>Dubai</td>
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THE CERTIFICATE

AZTech Certificate of Completion for delegates who attend and complete the course.
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<table>
<thead>
<tr>
<th>DATE</th>
<th>VENUE</th>
<th>FEES(USD)</th>
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<tbody>
<tr>
<td>21 - 25 Jun 2021</td>
<td>London - UK</td>
<td>$5,950</td>
</tr>
<tr>
<td>14 - 18 Nov 2021</td>
<td>Dubai - UAE</td>
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REGISTER NOW

*This fee is inclusive of Documentation, Lunch and Refreshments and exclusive of 5% UAE VAT*

Complete & send by fax/mail to address given below. Please use BLOCK CAPITALS.

REGISTRATION DETAILS

FAMILY NAME: 
FIRST NAME: 
POSITION: COMPANY: 
MAILING ADDRESS: 

TELEPHONE: MOBILE: 
FAX: EMAIL: 

AUTHORISATION

AUTHORISED BY: 
POSITION: EMAIL: 
TELEPHONE: FAX: 
POSTAL ADDRESS: 

MODE OF PAYMENT

☐ PLEASE INVOICE MY COMPANY 
☐ PLEASE INVOICE ME 
☐ PLEASE FIND ENCLOSED A CHEQUE PAYABLE TO AZTECH 
☐ ONLINE / CREDIT CARD

DOWNLOAD TRAINING PLAN 2021

Scan this code with your smart phone to download Training Plan 2021

Our training portfolio will provide you a number of seminars and courses to choose from depending on your organisational goals and personal development objectives.

HOTEL ACCOMMODATION

Hotel accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least 3 weeks prior to the commencement of the course.

EVENT DISCLAIMER

We reserve the right to cancel or postpone a seminar or related event, change venue, substitution of the instructor and alter the course content at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/ or expenses. Registrant may incur or have incurred as a result of any trip cancellations or changes.

CANCELLATION & SUBSTITUTION

You must notify the Registrar of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a $250 handling charge for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrolment. All registrants will be notified in advance and a full refund will be provided upon request.

CERTIFICATION

AZTech Certificate of Completion for delegates who attend and complete the training course.

4 WAYS TO REGISTER

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