

Building Brands in the Digital Age

A one-day workshop on how to build strong, durable brand reputations in the online world of the twenty-first century.

It is equally applicable to in-house PR or marketing executives and consultants.

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Branding has often been described as a true expression of democracy. Brands simply compete for customer choice. No rules. No regulations. The digital age has brought about a massive shift in the competitive environment for branding.

This course examines the techniques and strategies needed to build powerful, long lasting brands in the 21st century.

Delegates learn how to:

- Appreciate the importance of branding to your target audiences, both b2b and consumer.
- Understand the key elements of building and maintaining a successful brand in the 21st century.
- Build a brand position – establishing the vision, mission and brand DNA.
- Create lasting brand values and a brand personality.
- Use the off-line and on-line worlds to provide supporting evidence.
- Harness the digital world to spread the message virally.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

The Importance of Branding

Brands and their role in society and in business. Why it is so important to get it right.

Investing in branding to ensure a smooth entry into new markets, maintain market share and differentiate your brand in the marketplace.

Brands versus products and how one is so much better than the other!

Brand Organisation

The different business models required to support different branding strategies. Corporate branding, endorsed branding and branded businesses.

Characteristics of Strong Brands

Brand clarity, consistency and leadership. Examining key examples of some of the 21st century's strongest brands and why they are so.

Brand Positioning

How to position your brand in the digital marketplace.

Writing a relevant mission statement. Creating a brand vision. Developing brand values: both emotional and rational. Understanding a brand's DNA and core values.

Brainstorming techniques that can help identify your brand's personality.

Supporting Evidence for your Brand

How to blend off-line and on-line PR techniques to grow your brand's credibility.

Operating in the social media field in a way that underpins your brand proposition.

Recruiting and harnessing advocates to spread the word and value about your brand.