



## Workshop Overview

How do organisations improve their brand experience to new and existing customers? Customers' experiences of a brand in any capacity can have a huge impact on the reputation and standing of any organization. This workshop covers the full customer experience of a brand, from initial contact to full collaboration/partnership as a customer.



## Benefits

Highlighting the ways in which your organisation's brand might be weaker than desired is the basis for a well-structured improvement process of the brand. The brand identity must be well understood across employees and customers alike for a fully-integrated brand experience to be conveyed. Monitoring and adapting the brand experience according to the customer is also taught as a key component of the workshop.

## Outcomes & Content

- ✓ What is a branded customer experience?
- ✓ What are brand touchpoints?
- ✓ How to identify and map touchpoints
- ✓ Understanding brand strategy
- ✓ Components that drive the brand experience
- ✓ Influencers and the brand experience
- ✓ Sensory branding
- ✓ Brand heritage, values and culture
- ✓ The brands vocabulary
- ✓ The critical effect of brand champions
- ✓ How design drives innovation



## Who should attend ?

This workshop is appropriate for all marketers and managers looking to enhance their brand management knowledge. Brand managers themselves involved in either product or service sectors will benefit from the content, whether selling to consumer or business markets.

