



Workshop Overview

Consider how your brand shows regional characteristics on a global scale and how you can use this to develop a competitive advantage. Ensure your brand fits with the relevant region and that it carries over well between regions. This course will include many elements of branding, including experiential through to brand ambassadors and their role by region. Ultimately, this workshop will show participants how to grow their brand across international borders.



Benefits

Participants will leave this course equipped with the skills required to take their organisation's global branding to the next level and access new regional audiences. You will be able to assess the relative strengths and weaknesses of a brand across regions and develop a brand strategy globally.

Outcomes & Content

- ✓ Global brand health check
- ✓ Assess your brand's strategy and identity
- ✓ Regional and national characteristics
- ✓ Brand architecture
- ✓ Translating your brand
- ✓ Cultural differences and pitfalls
- ✓ Digital branding: mobile and social
- ✓ Experiential branding across borders
- ✓ Brand protection and licensing



Who should attend ?

The workshop will be beneficial for anyone looking to increase the brand value of their organization globally. Participants should have some involvement in this process within their organisations, or work in specific marketing roles that are involved in the brand.

