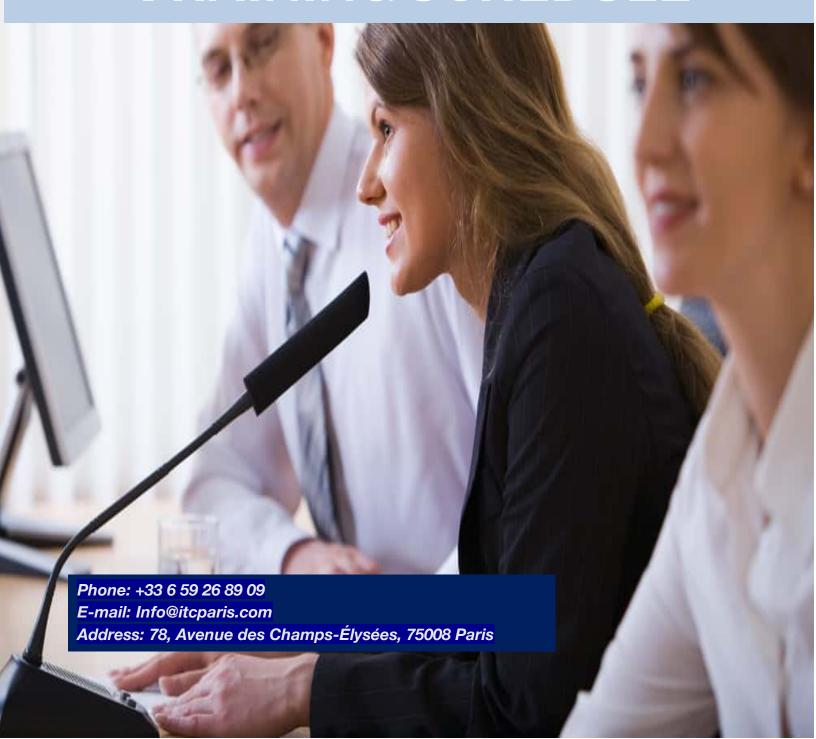


TRAINING SCHEDULE





BRAND MANAGEMENT TRAINING

Overview:

This training is designed to teach participants the skills and techniques needed to manage and enhance brand identity. Participants will learn how to develop a brand strategy, create brand guidelines, execute brand initiatives, and measure brand performance.

Objectives:

- Understand the importance of brand management
- Develop skills to create a brand strategy
- · Create and implement brand guidelines
- Execute brand initiatives to enhance brand identity
- Measure brand performance and make data-driven decisions.

Targeted Groups:

- Brand managers
- Marketing professionals involved in branding
- Communication directors overseeing brand strategies
- PR specialists aligned with brand messaging
- Professionals aiming to enhance brand management skills

Planning:

Day 1: Introduction to Brand Management

- Introduction to brand management
- Importance of brand identity in decision-making



Overview of brand management tools and techniques

Day 2: Developing a Brand Strategy

- Understanding the brand vision and mission
- Creating a brand strategy based on market research
- Identifying target audiences and developing a unique value proposition

Day 3: Creating Brand Guidelines

- Developing a brand identity
- · Creating brand guidelines for consistency across all channels
- Managing brand assets and protecting brand identity

Day 4: Executing Brand Initiatives

- Creating a brand communications plan
- Executing brand initiatives across various channels
- Evaluating the effectiveness of brand initiatives

Day 5: Measuring Brand Performance

- Identifying key performance indicators (KPIs) for brand management
- Analyzing brand performance data and making data-driven decisions
- Continuously improving brand performance based on data analysis.