



International Training  
Center Paris

# TRAINING SCHEDULE

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# 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.