

# Brand Marketing Masterclass 2011/12

**Building successful brands by creating and delivering distinctive customer experiences**

## **The purpose of this course**

This masterclass will help delegates create and implement programmes to deliver a great customer experience; one that sets their organisation apart. It provides skills, processes and 'best practice' tools to create and define brands and effectively engage, win support from and manage the organisation's stakeholders. It shows how to ensure colleagues really understand what the brand is about, their role in delivering the brand promise and that they are motivated and equipped to delight customers.

## **Who this course is for**

As a masterclass, this course is designed for delegates with several years of management experience ie for middle and senior managers and directors who are responsible for customer and market orientation; focused on creating and ensuring organisation-wide commitment to – communication and delivery of – the brand promise. It is also relevant for senior managers with strategic responsibility because an underlying message is that everybody has a role to play in delivering great customer experiences.

## **Benefits for your organisation**

The most successful organisations are customer and brand driven. It has long been accepted that customer awareness, recognition, loyalty and advocacy improve competitiveness, enhance profitability and drive shareholder or stakeholder value. Yet many organisations fail to fully equip themselves to deliver a consistent customer experience to realise these benefits.

## **Benefits for you as an individual**

You will leave with a defined approach and set of tools to revitalise your brand and engage your colleagues. With renewed confidence, know-how, experience and 'best-practice' techniques you'll be able to gain top-team buy-in and involvement. You will also be more able to anticipate and overcome issues, potentially make significant savings for your organisation and enhance your own personal worth.

## **What you will learn**

- Skills, processes and 'best practice' tools to create and define brands and effectively engage, win support from and manage the organisation's stakeholders
- Demonstrate a business justification to create or revitalise your brand
- Gain senior management buy-in, and get them involved as ambassadors
- Design a brand definition and implementation programme
- Engage internal audiences, help them understand, be motivated and aligned to deliver a distinctive customer and brand experience
- Change organisational behaviours – get the brand lived throughout the business
- Improve organisational processes – from customer communications to call centre
- Identify and apply suitable measures to monitor brand performance, and ensure progress and success

### **Course content**

- What is a brand and the benefits of brands
- How to create a brand strategy and how this can be applied to benefit organisations
- How to design a brand delivery programme
- Road-blocks to creating and implementing a brand revitalisation programme and how to overcome them
- Road-blocks to colleague engagement and motivation and how to overcome them
- How to measure brand performance
- Brand clinic – to address your personal brand challenges

### **Learning approach**

- Highly interactive and participative
- Variety of individual and group exercises that enable delegates to discover and learn by doing, designed to help understanding of key strategic principles, what really works and gain experience using powerful brand development and delivery tools
- All examples and exercises are based on real-life challenges and/or help create outputs directly relevant to your organisation

### **To take away from the course**

- World class insights and ideas to re-energise your thinking and brand
- A workbook and toolkit of models for delivering great customer and brand experiences

### **Illustration of training agenda**

- For illustration purposes only. As we constantly review our training content, the final agenda will be sent with your joining instructions.

### **Day One**

0830 – 0900 Registration & coffee

0900 – 0930 Introductions and Objectives

0930 – 1000 Understanding What Customers Want

1000 – 1030 Understanding Brands

1030 – 1045 Break

1045 – 1115 Why Bother with Brands?

1115 – 1145 Success Factors for Building Experience Brands

1145 – 1230 Planning to Revitalise Your Organisation's Brand Experience

1230 – 1330 Lunch

1330 – 1430 Linking Business Strategy to Brand Strategy

1430 – 1515 The Customer Journey

1515 – 1530 Break

1530 – 1830 Brand Strategy Development Exercise

1930 Dinner

## **Day Two**

0830 – 0930 Presentation of Brand Strategy Development Work

0930 – 1030 Brand Personality

1030 – 1045 Break

1045 – 1130 Optimising the Customer Experience

1130 – 1300 Planning a Brand Delivery Programme

1300 – 1400 Lunch

1400 – 1500 Brand Monitoring and Management

1500 – 1515 Break

1530 – 1630 Brand Clinic

## **Course dates and prices**

This course will run at The Chartered Institute of Marketing in Cookham, Berkshire on 12/13 December 2011, 15/16 March 2012 and 15/16 November 2012

For CIM members the price is £1543 plus VAT. Overnight accommodation (recommended) is an extra £90 plus VAT.

For non members the price is £1715 plus VAT. Overnight accommodation is an extra £100 plus VAT.

For further information, call us on +44 (0)1628 400699 or email [masterclasses@themarketingdirectors.co.uk](mailto:masterclasses@themarketingdirectors.co.uk).