

Brand Strategy – One Day Workshop Agenda

Course Director: Paul Hitchens

Summary	Brand Strategy – An inspirational and interactive course designed to help you create a successful brand strategy.
Programme	<p>09.00 – 09.30 Registration & coffee</p> <p>09.30 – 09.45 Introductions and Objectives</p> <p>09.45 – 11.00 Session 1 – Purpose and Vision</p> <ul style="list-style-type: none"> • Purpose – What does the brand really do? • Vision – What is the brand aiming to achieve? <p>11.00 – 11.15 Break</p> <p>11.15 – 12.45 Session 2 – Values and Mission</p> <ul style="list-style-type: none"> • Values – What does the brand stand for? • Mission- How will the brand achieve its aims? <p>12.45 – 13.30 Lunch</p> <p>13.30 – 15.00 Session 3 – Proposition and Positioning</p> <ul style="list-style-type: none"> • Proposition – What does the brand do differently? • Positioning – Where is the brand’s niche? <p>15.00 – 15.15 Break</p> <p>15.15 – 16.45 Session 4 – Personality and Audience</p> <ul style="list-style-type: none"> • Personality – How does the brand express itself? • Audience – Who is the brand relevant to? <p>16.45 – 17.00 Summary and Questions</p> <p>17.00 End of day</p>