

BUILDING YOUR BRAND WORKSHOP



Irish Academy of Public Relations

Branding

Understanding the importance of branding is crucial for SMEs and entrepreneurs looking to establish a strong market presence. This comprehensive branding workshop is designed to equip participants with the essential skills and knowledge to build and manage strong brands. The workshop will cover brand strategy, exploring how to position your brand effectively and define its unique value proposition to align with business goals. Participants will learn to create a compelling brand identity, including designing logos, selecting colour schemes, and developing a consistent visual style. The course will cover brand messaging, teaching how to craft resonant taglines, slogans, and key messages. Attendees will gain insights into techniques to understand consumer behaviour and competitive landscapes.

Brand Strategy: Understanding the fundamentals of brand positioning, target audience, and value proposition. This includes learning how to develop a brand strategy that aligns with business goals.

Brand Identity: Creating a brand identity involves designing visual elements such as logos, colour schemes, typography, and imagery. You'll learn how these elements contribute to the overall perception of the brand.

Brand Messaging: Crafting the right messaging and tone of voice for the brand. This includes developing taglines, slogans, and key messages that resonate with the target audience.

Digital Branding: Utilising digital platforms and social media to build and manage brand presence online. This includes strategies for website design, content marketing, and social media engagement.

Brand Management: Learning how to maintain and evolve the brand over time. This includes managing brand reputation, ensuring consistency across all touchpoints, and adapting to market changes.

WORKSHOP STRUCTURE

- **Brand Strategy**
- **Brand Identity**
- **Brand Messaging**
- **Digital Branding**
- **Brand Management**

Date: 9th. October 2024

Time: 2pm to 5pm

Fee: €149

***Discounted Fee: €99**

***Discount applies to online bookings made by recipients of our Ezine**

The discount code is available at the checkout. Using the code confirms your registration to our ezine.