



Accredited
Certification
International
Limited

COURSE CODE:TBRAND

Session: (ONE day)

Insights on developing a powerful brand

Today, an organization's brand is one of its single most powerful sources of competitive differentiation. Companies with strong and well-respected brands deliver far more than products and services. They deliver an experience that is targeted, differentiated, and predictable. This experience comes to define the way all of its stakeholders think about the company. It drives their expectations and, ultimately, their loyalty.

This course will give you insights on building your company, product, service or visitor attraction into a powerful and profitable brand. Successful branding requires proactive brand management. Building a strong brand is only partly about marketing, research, and advertising. Those activities combined create the external face of the company.

OBJECTIVE

- To learn how to create, develop and implement a brand strategy
- To communicate your brand message effectively
- To acquire knowledge on how to live up to your brand promise and quantify the power of branding
- To learn how to foster employee behavior that represents your organization's values and mission in a hands-on environment

COUSE DETAILS

- Fundamental principles of brand management
- Priority things that you need to consider in building your brand
- The most effective and least expensive options for taking your brand live
- Criteria to apply to making brand decisions and to evaluate good and bad brand strategies
- A core set of measurement tools to ensure that your efforts are generating results

Methodology

Presentation, workshops and experience sharing

Venue

ACI training centre



國際認可認證有限公司

課程編號: TBRAND

時間: (一日)

深入了解發展一個強而有力的品牌

今天，機構的品牌是其差異化競爭中的一個最強大的根源。擁有強大及受人尊重的品牌的公司所傳遞的意義遠遠超過公司的產品和服務，品牌具備著目標、區別及能預測的傳遞經驗。這些經驗變成不同的利益者對於公司的理解，並滿足期望及對公司的忠誠。

這課程將令你深入了解公司、產品、服務及對客人的吸引力建立一個有效益的品牌。成功的品牌需要一個有效的品牌管理，建立品牌只是市場學、研究及廣告的其中一部分，而這些活動亦組成了公司在外界的形象。

目標

- 學習如何創造、發展及執行品牌策略
- 如何有效地傳遞你公司品牌的信息
- 獲取如何能令你的品牌維持承諾及量化品牌能力的知識
- 學習如何培養員工的品德，以令他們能代表你公司，並能達到其目標

課程詳情

- 品牌管理的基礎原理
- 在建立公司品牌時要優先考慮的事情
- 以最有效及最少經驗的方法建立品牌
- 在品牌決策及評估策略時常見的限制
- 一連串的量度工具以確保努力是得到成果

方法

演講、工作坊及經驗分享

地點

國際認可認證有限公司培訓中心