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PUBLIC RELATIONS | PR-013

Corporate Identity & Brand Management

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Course content

Why Attend

A strong corporate identity and well-managed brand are among an organization's most valuable strategic assets. They shape stakeholder perceptions, strengthen customer loyalty, support business growth, and create sustainable competitive advantage. This course equips participants with practical knowledge and proven frameworks for developing, communicating, managing, and protecting corporate brands while ensuring alignment with organizational strategy, culture, and long-term business objectives.

Course Methodology

The course combines instructor-led presentations, interactive workshops, branding exercises, case studies, group discussions, brand assessment activities, practical design sessions, and participant presentations to provide hands-on experience in corporate brand development and management.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of corporate identity and branding
- Develop a comprehensive brand strategy aligned with organizational objectives
- Build a distinctive and consistent corporate identity
- Engage employees and stakeholders as brand ambassadors
- Develop brand communication guidelines and governance frameworks
- Measure, monitor, and protect brand value over time
- Create practical action plans for sustainable brand management

Target Audience

- Corporate communication professionals
- Marketing and brand managers

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Target Audience

- Public relations professionals
- Business development managers
- Corporate affairs specialists
- Senior executives and business leaders
- Entrepreneurs and business owners
- Professionals responsible for corporate reputation and stakeholder engagement

Target Competencies

- Corporate branding
- Brand strategy
- Corporate identity
- Brand communication
- Stakeholder engagement
- Reputation management
- Brand governance
- Strategic marketing

Course outline

Day 1: Foundations of Corporate Identity and Branding

- Understanding the strategic importance of branding in modern organizations
- Defining corporate identity, corporate image, and brand positioning
- Exploring how effective branding supports organizational performance and competitive advantage
- Aligning brand strategy with organizational mission, vision, values, and purpose

Course content

Course outline

- Identifying the core elements that create strong and memorable brands
- Building differentiation, credibility, emotional connection, and customer trust through branding

Day 2: Developing a Strong Corporate Brand

- Designing comprehensive branding strategies that support long-term business objectives
- Understanding the essential components of corporate brand identity
- Developing compelling brand values and unique value propositions
- Applying customer insights to strengthen brand positioning
- Creating audience personas to support customer-focused branding strategies
- Aligning brand evolution with organizational history, current positioning, and future aspirations

Day 3: Building Internal and External Brand Advocacy

- Securing executive sponsorship and leadership commitment to brand initiatives
- Developing leadership as visible champions of the corporate brand
- Empowering employees to become authentic brand ambassadors
- Leveraging strategic partnerships, influencers, and external advocates to strengthen brand awareness
- Building engaged customer communities and digital brand advocates
- Measuring and communicating brand value using recognized valuation and performance frameworks

Day 4: Brand Communication and Implementation

- Developing comprehensive corporate brand guidelines and governance frameworks
- Creating brand manuals that ensure consistency across all communication channels
- Delivering effective branding workshops for employees and external partners
- Planning integrated communication strategies for internal and external stakeholders
- Organizing successful brand launch initiatives and communication campaigns

Course content

Course outline

• Maintaining brand consistency across multiple locations, platforms, and customer touchpoints

Day 5: Brand Protection, Performance, and Continuous Improvement

• Monitoring customer experience and brand perception using qualitative and quantitative methods

• Evaluating stakeholder, influencer, and media perceptions of the corporate brand

• Measuring brand performance through reputation and brand equity indicators

• Identifying when and how to evolve or refresh corporate branding strategies

• Practical workshop: Developing, presenting, and evaluating a complete corporate brand strategy

• Personal action planning, course review, lessons learned, and implementation roadmap

Seminar dates

Available seminar dates

Live dates and pricing for Corporate Identity & Brand Management generated from the course details page.

Date	Location	Format	Fee
18 - 22 January 2027	Amsterdam - Netherlands	Classroom	**€3,040.-**
15 - 19 February 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 March 2027	Istanbul - Turkey	Classroom	**€2,240.-**
19 - 23 April 2027	Vienna - Austria	Classroom	**€3,600.-**
17 - 21 May 2027	Barcelona - Spain	Classroom	**€2,560.-**
21 - 25 June 2027	Paris - France	Classroom	**€3,600.-**
19 - 23 July 2027	Frankfurt - Germany	Classroom	**€2,720.-**
16 - 20 August 2027	Barcelona - Spain	Classroom	**€2,560.-**
20 - 24 September 2027	Amsterdam - Netherlands	Classroom	**€3,360.-**
18 - 22 October 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 November 2027	Istanbul - Turkey	Classroom	**€2,800.-**
20 - 24 December 2027	Vienna - Austria	Classroom	**€3,920.-**

Live online option	Online delivery is available at €1,850.-.