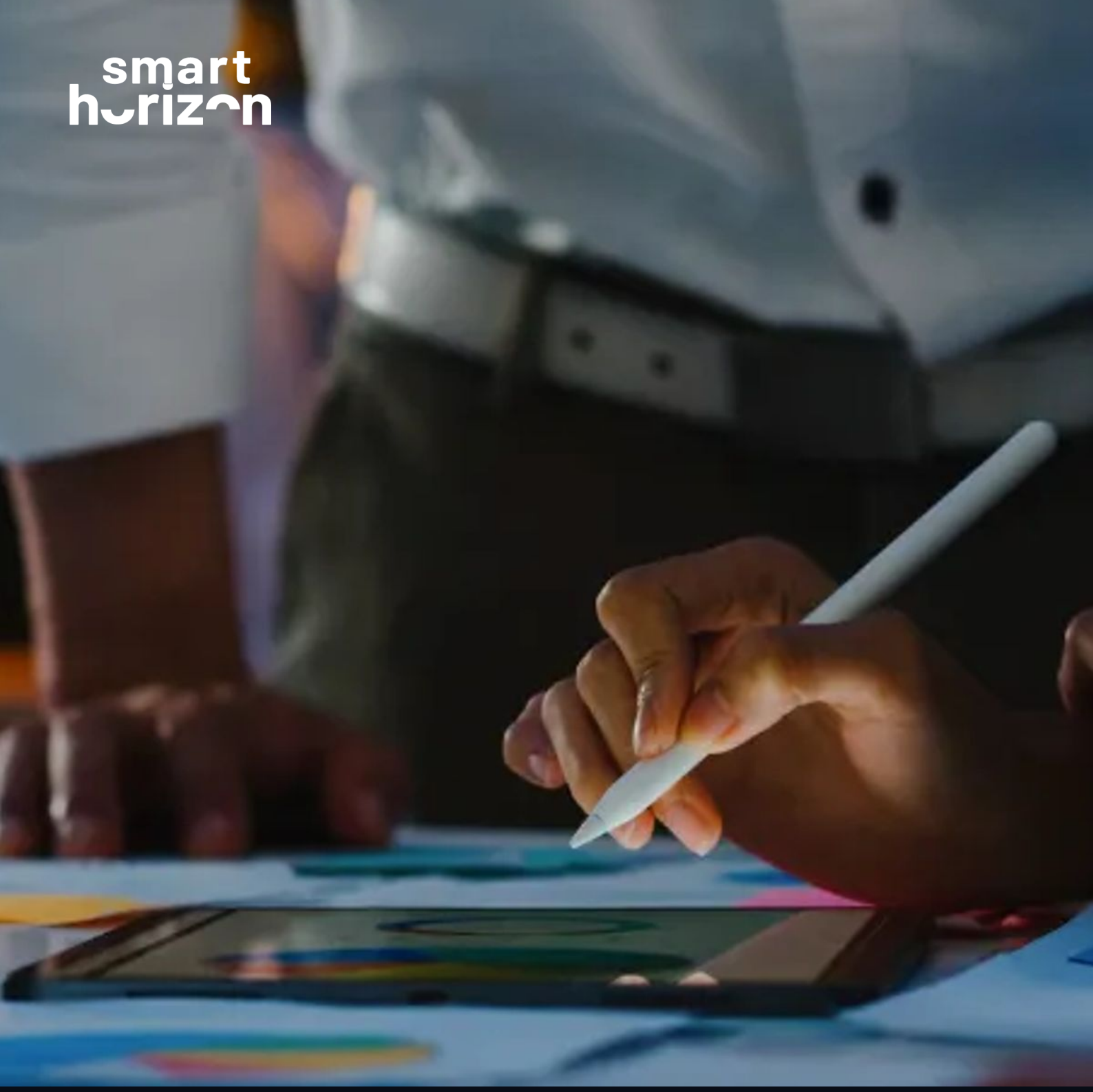


PUBLIC RELATIONS | COURSE BROCHURE

Corporate Identity & Brand Management

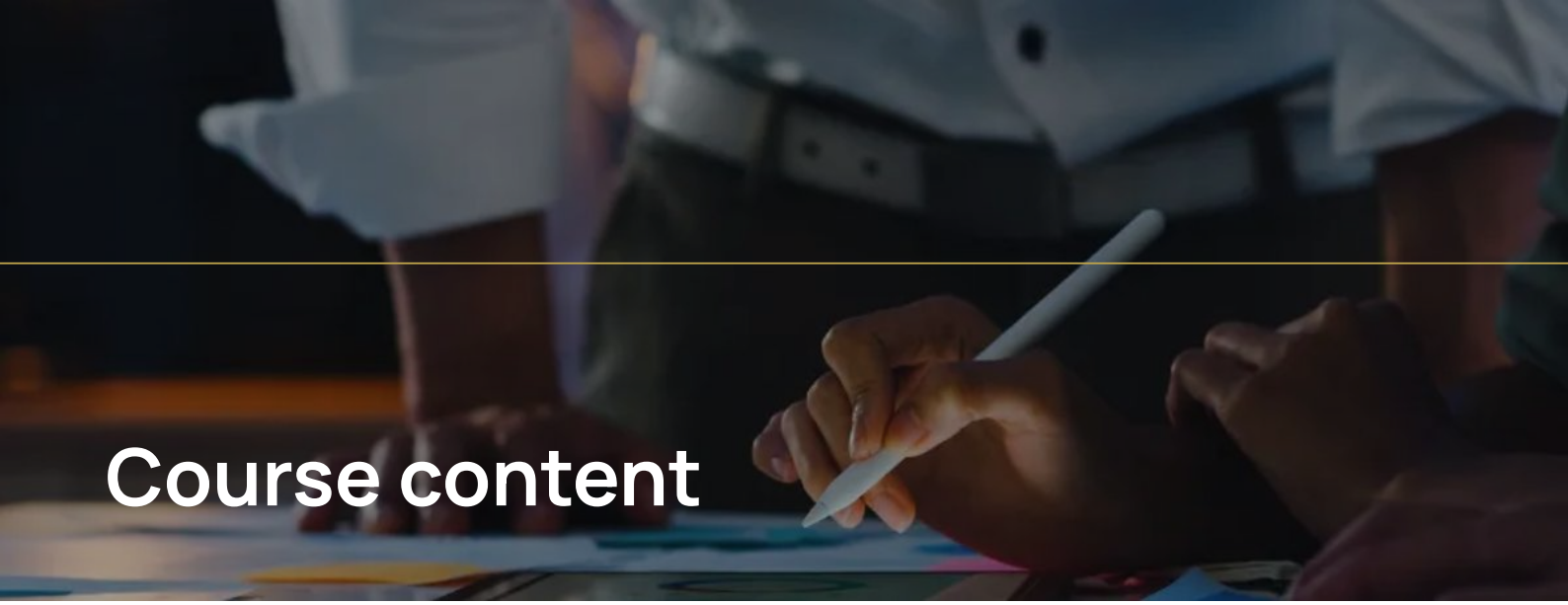
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course on Corporate Identity & Brand Management equips professionals with the skills to develop, manage, and communicate a cohesive corporate identity and brand strategy. Participants will learn to align brand values with business objectives, enhancing brand equity and stakeholder engagement.

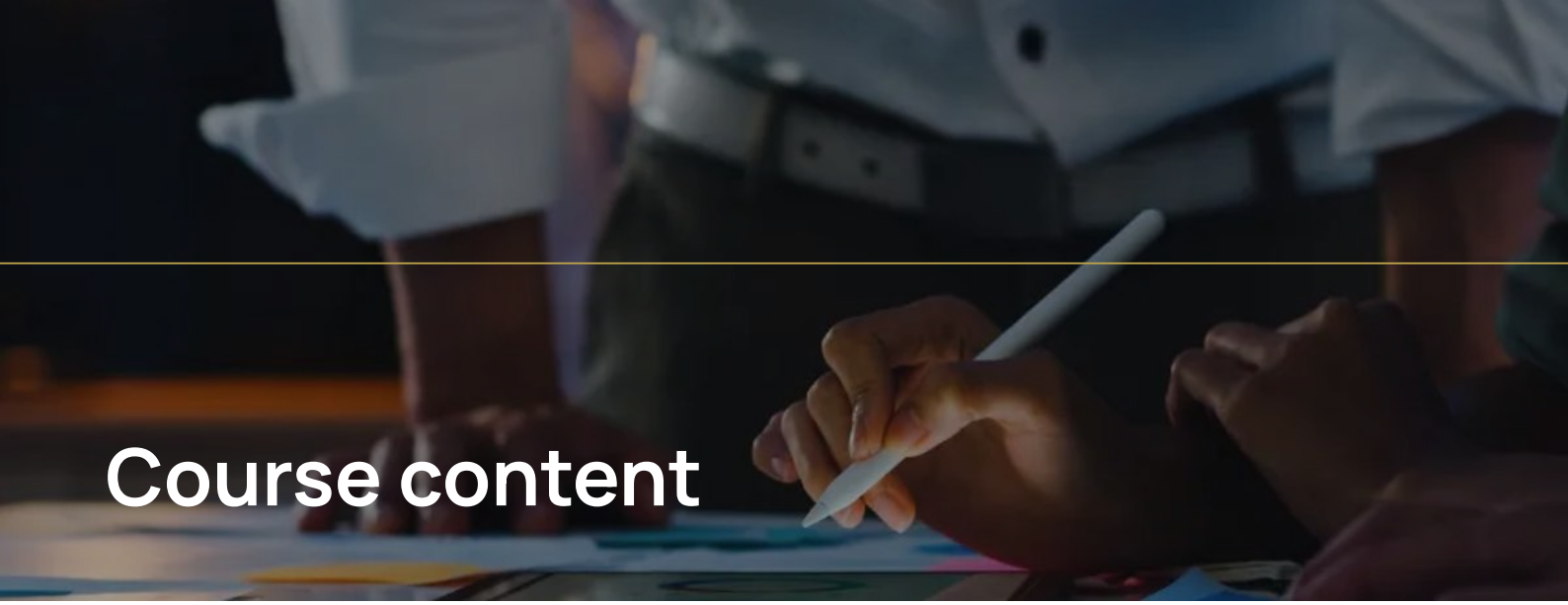
Organisations often struggle with inconsistent brand messaging and identity, leading to confusion among customers and stakeholders. This course addresses these challenges by providing professionals with the tools to create a unified corporate identity that resonates with target audiences and reflects organisational values. Participants will engage in practical activities such as assessing brand perceptions through surveys and developing strategic brand plans that align with corporate goals. This hands-on approach ensures that they can effectively manage brand identity and communication, which is crucial for maintaining competitive advantage and fostering customer loyalty in a crowded marketplace. Furthermore, mastering brand management is essential for building trust and credibility in the market, which directly influences customer retention and acquisition.
Professionals will learn to navigate the complexities of brand management by analysing case studies and participating in workshops that simulate real-world scenarios. They will practice developing brand guidelines, conducting market research, and creating integrated marketing communication strategies. These capabilities are essential for making informed decisions that strengthen brand equity and enhance stakeholder engagement. By the end of the course, participants will be equipped to implement effective brand management initiatives that resonate with target audiences, drive business success, and adapt to changing market dynamics. This comprehensive skill set will empower them to contribute significantly to their organisations' branding efforts and overall strategic objectives.

Professional Problems This Course Is Designed to Solve

• Inconsistent brand identity across customer touchpoints.
• Unclear positioning and weak differentiation.
• Difficulty aligning internal behaviour with external brand promises.

Course methodology

The course employs a blend of case studies, workshops, and interactive discussions to facilitate learning. Participants will analyse existing corporate identities, engage in group exercises to develop brand strategies, and simulate brand management scenarios. Specific exercises will include conducting SWOT analyses, creating brand guidelines, and developing communication plans. Outputs will include brand assessment reports, identity guidelines, and strategic brand plans, providing tangible evidence of learning. This practical approach ensures that participants can apply theoretical concepts to real-world challenges, enhancing their ability to manage and communicate brand identity effectively. Additionally, peer feedback sessions will encourage collaborative learning and critical thinking, fostering a deeper understanding of brand management principles.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse the components of corporate identity and their impact on brand perception.
• Develop a comprehensive brand strategy aligned with corporate values and objectives.
• Assess current brand positioning using market research and stakeholder feedback.
• Design brand guidelines that ensure consistency across all communication channels.
• Evaluate the effectiveness of brand management initiatives through key performance indicators.
• Construct a brand communication plan that engages target audiences effectively.

Target audience

This course is suitable for:
• Brand Managers responsible for developing and maintaining brand identity.
• Marketing Professionals focused on brand strategy and customer engagement.
• Corporate Communications Specialists managing internal and external brand messaging.
• Business Development Managers aiming to align brand with growth objectives.

Target competencies

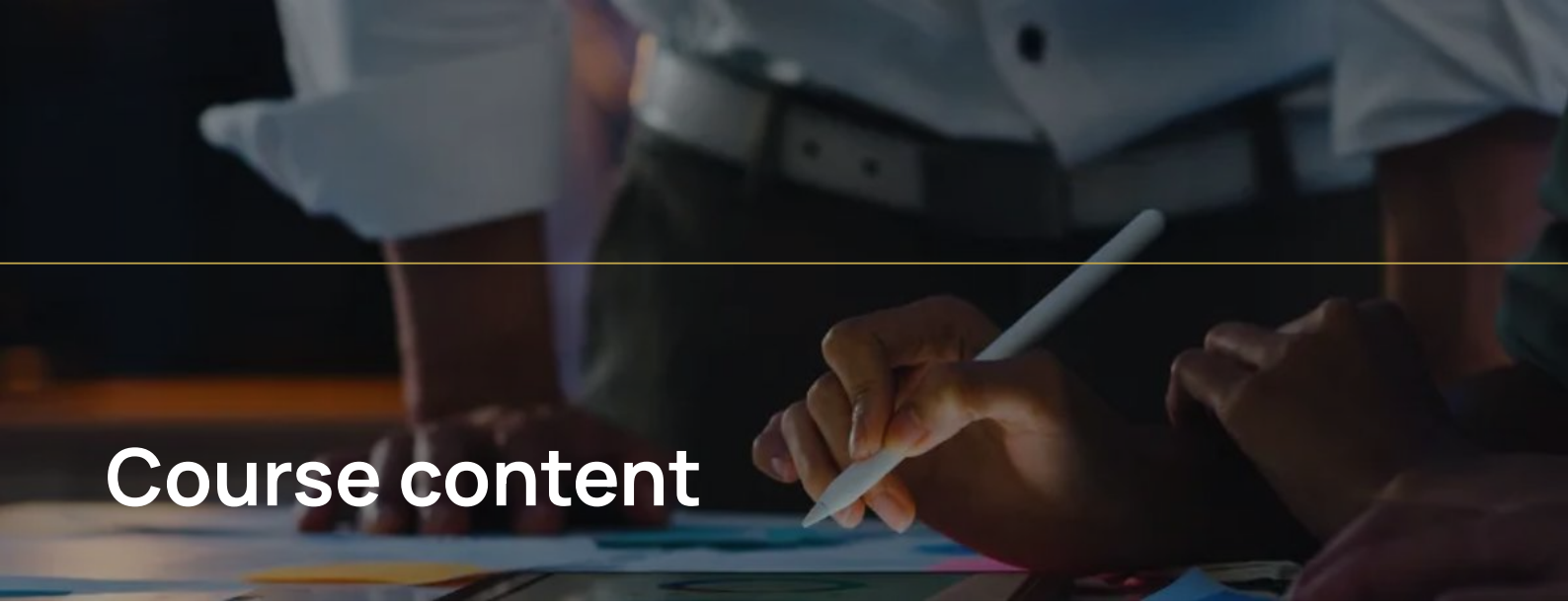
Participants will develop competencies in:
• Ability to assess and enhance corporate identity frameworks.
• Skill in developing strategic brand management plans.
• Proficiency in conducting market research for brand positioning.
• Expertise in creating cohesive brand communication strategies.
• Capability to evaluate brand performance metrics effectively.
• Adeptness in designing brand guidelines for consistency.

Course outline

Day 1: Understanding Corporate Identity

Applied activity: Participants will analyse a well-known brand's identity, identifying key elements and their impact on brand perception. They will present their findings to the group, discussing strengths and weaknesses, and how these elements contribute to overall brand equity.
Output: A presentation summarising the analysis of the corporate identity, including strengths and weaknesses.

09:00–09:54	Define corporate identity and its significance in brand management.
09:54–10:48	Explore the elements of corporate identity: logo, typography, colour palette, and messaging.



Course content

10:48–11:00	Discuss the role of corporate culture in shaping identity and brand perception.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss the role of corporate culture in shaping identity and brand perception. (continued)
12:12–13:06	Identify the relationship between corporate identity and brand equity.
13:06–14:00	Examine case studies of successful corporate identities and their impact on market position.

Day 2: Crafting a Brand Strategy

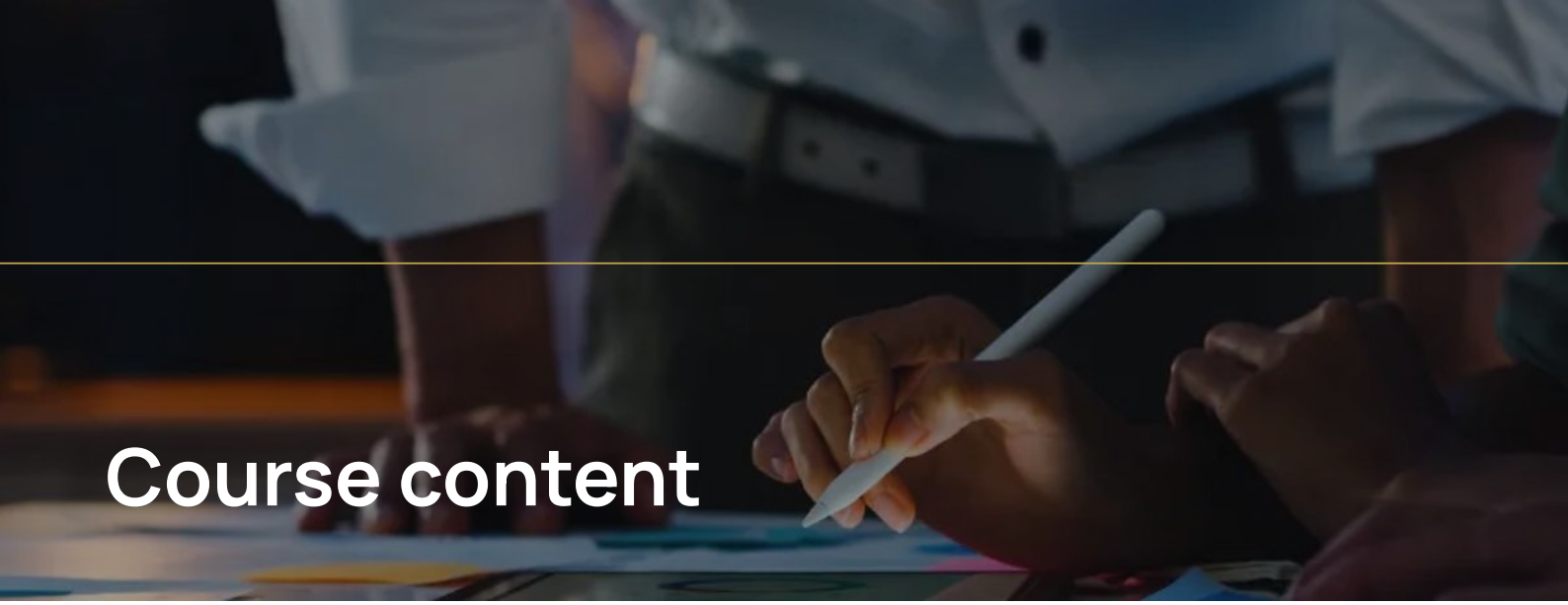
Applied activity: Working in groups, participants will create a brand strategy for a fictional company, incorporating SWOT analysis and value proposition. Each group will present their strategy to the class, highlighting how it aligns with corporate objectives and market needs.
Output: A comprehensive brand strategy document that outlines key components and implementation steps.

09:00–09:54	Identify the components of a successful brand strategy and its alignment with business goals.
09:54–10:48	Conduct a SWOT analysis for brand development and competitive positioning.
10:48–11:00	Explore techniques for identifying target audiences and their needs.
11:00–11:30	**Coffee break**
11:30–12:12	Explore techniques for identifying target audiences and their needs. (continued)
12:12–13:06	Develop a brand value proposition that resonates with stakeholders.
13:06–14:00	Create a roadmap for brand strategy implementation and evaluation.

Day 3: Assessing Brand Positioning

Applied activity: Participants will conduct a mock survey to assess brand perception for a chosen case study. They will analyse the results and present insights on brand positioning, discussing potential adjustments to enhance brand equity and market relevance.
Output: A brand perception assessment report detailing insights and recommendations.

09:00–09:54	Learn methods for assessing brand perception through surveys, interviews, and focus groups.
09:54–10:48	Understand the importance of stakeholder feedback in brand assessment and strategy refinement.
10:48–11:00	Use tools like brand equity models to evaluate brand strength and market position.
11:00–11:30	**Coffee break**
11:30–12:12	Use tools like brand equity models to evaluate brand strength and market position. (continued)



Course content

12:12–13:06	Explore techniques for analysing competitor brands and their strategies.
13:06–14:00	Discuss the implications of brand positioning on overall marketing strategy and customer engagement.

Day 4: Implementing Brand Guidelines

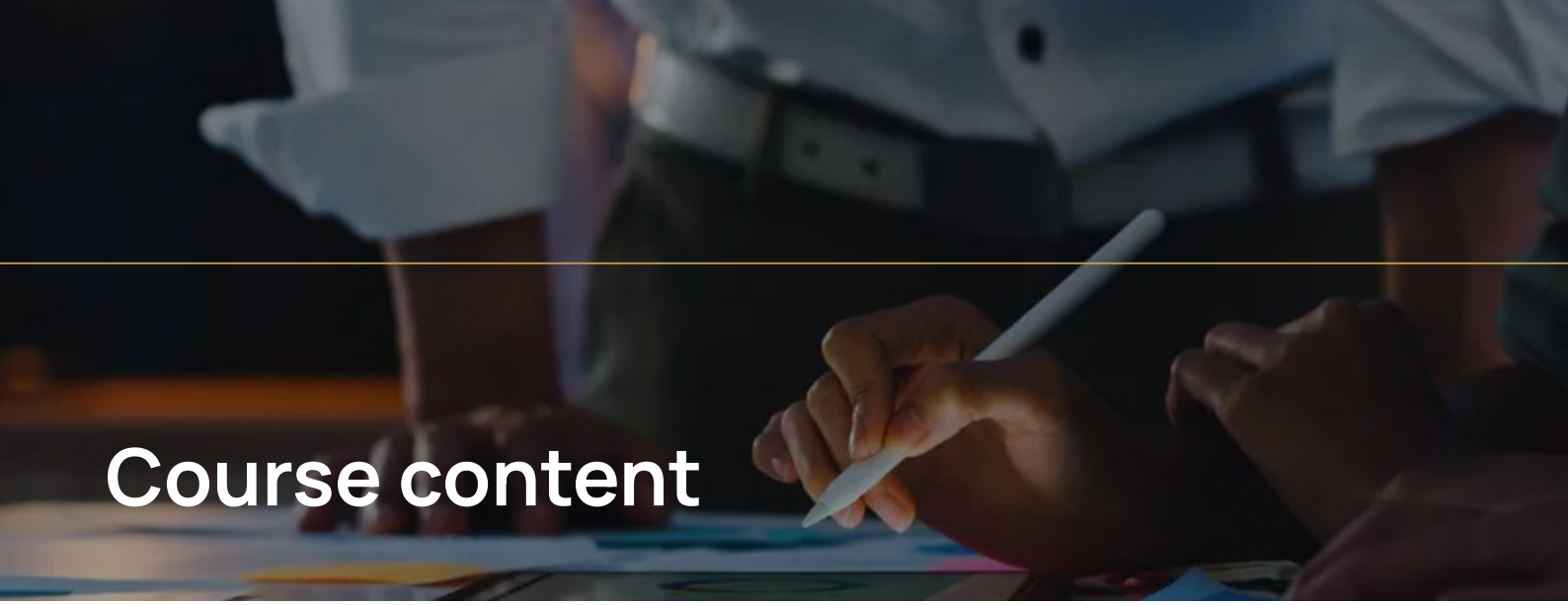
Applied activity: Participants will develop a set of brand guidelines for their fictional company, ensuring alignment with the previously created brand strategy. They will present their guidelines to the class, focusing on how these guidelines will support brand consistency across various media.
Output: A detailed brand guidelines document that includes visual and messaging standards.

09:00–09:54	Discuss the importance of brand guidelines for ensuring consistency across all platforms.
09:54–10:48	Learn how to create effective brand guidelines that reflect corporate identity and values.
10:48–11:00	Explore the role of digital assets and social media in brand management.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the role of digital assets and social media in brand management. (continued)
12:12–13:06	Identify common pitfalls in brand implementation and how to avoid them.
13:06–14:00	Evaluate case studies of successful brand guideline applications and their outcomes.

Day 5: Integrating Brand Management Practices

Applied activity: In teams, participants will create an integrated brand communication plan that incorporates all elements learned throughout the course. They will present their plans and receive feedback from peers and facilitators on effectiveness and alignment with brand strategy.
Output: An integrated brand communication plan that outlines strategies and tactics for effective engagement.

09:00–09:54	Explore integrated marketing communications and its role in cohesive brand management.
09:54–10:48	Learn how to measure brand performance using key performance indicators (KPIs).
10:48–11:00	Discuss the importance of brand storytelling in engaging target audiences.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss the importance of brand storytelling in engaging target audiences. (continued)
12:12–13:06	Evaluate the impact of social media and digital marketing on brand identity.
13:06–14:00	Create a cohesive brand communication strategy that aligns with overall business objectives.



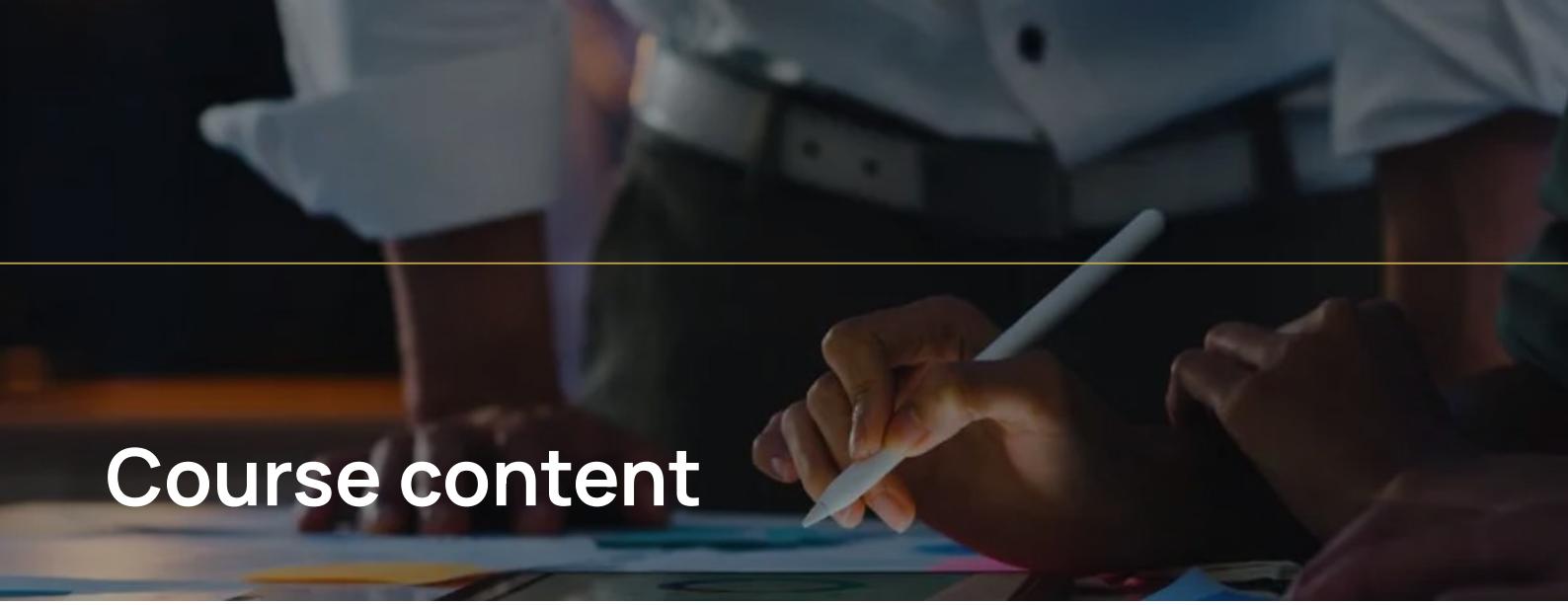
Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

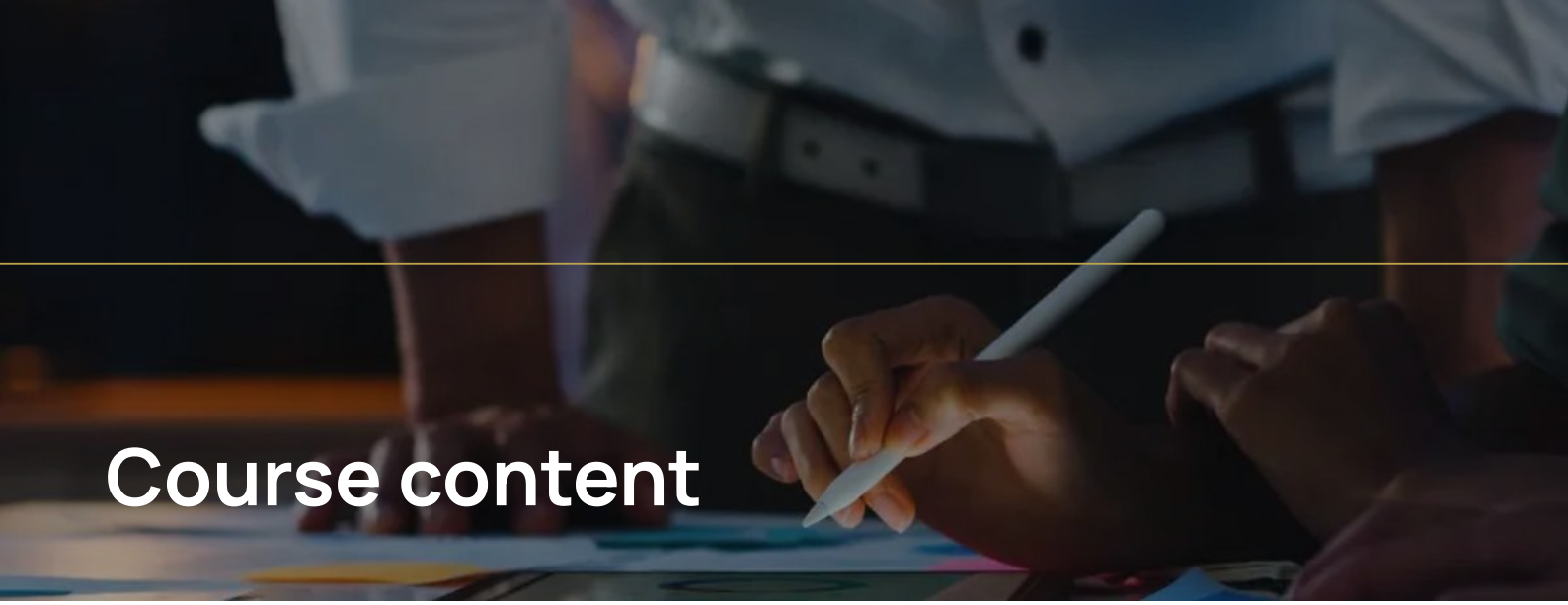
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

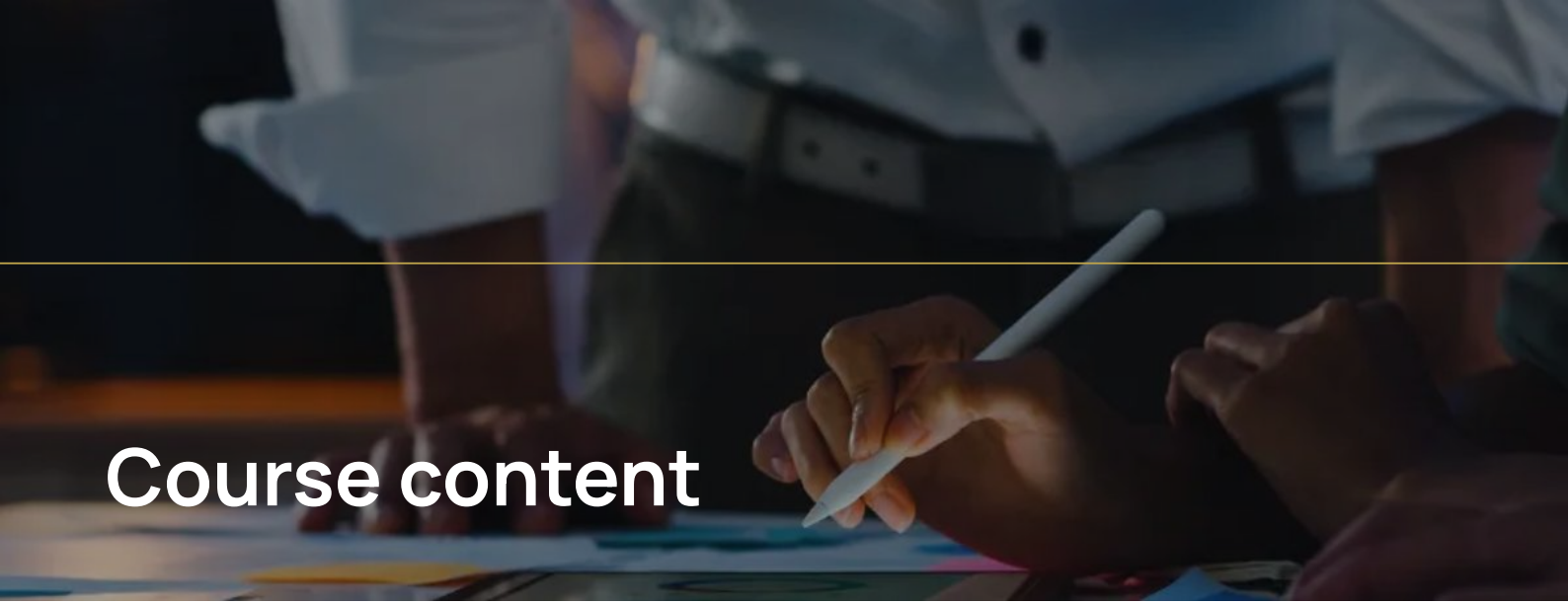
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

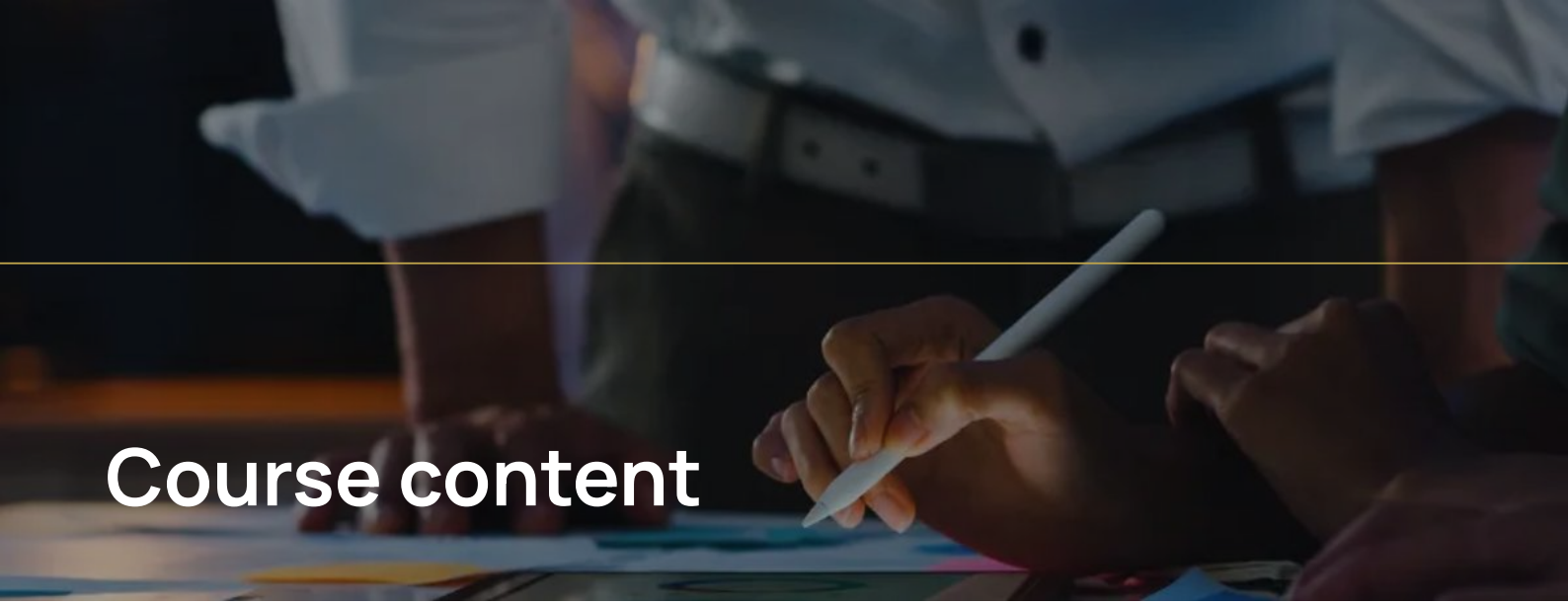
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

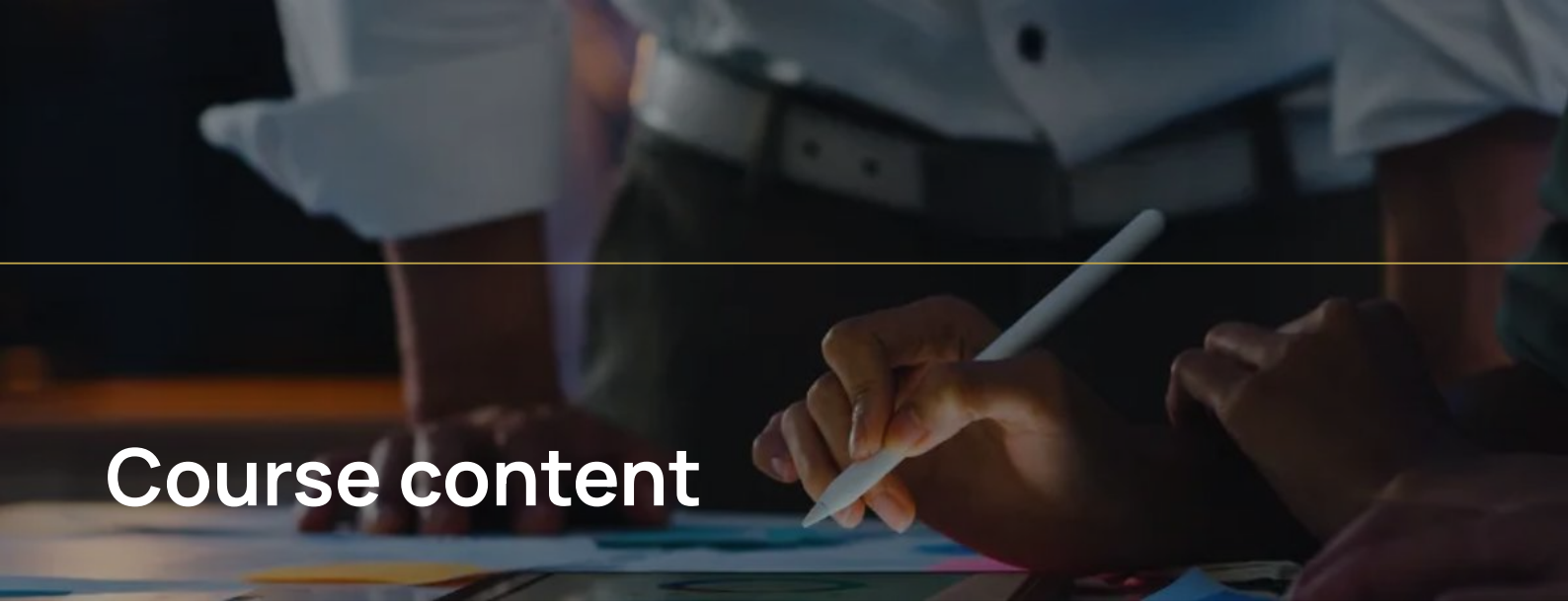
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

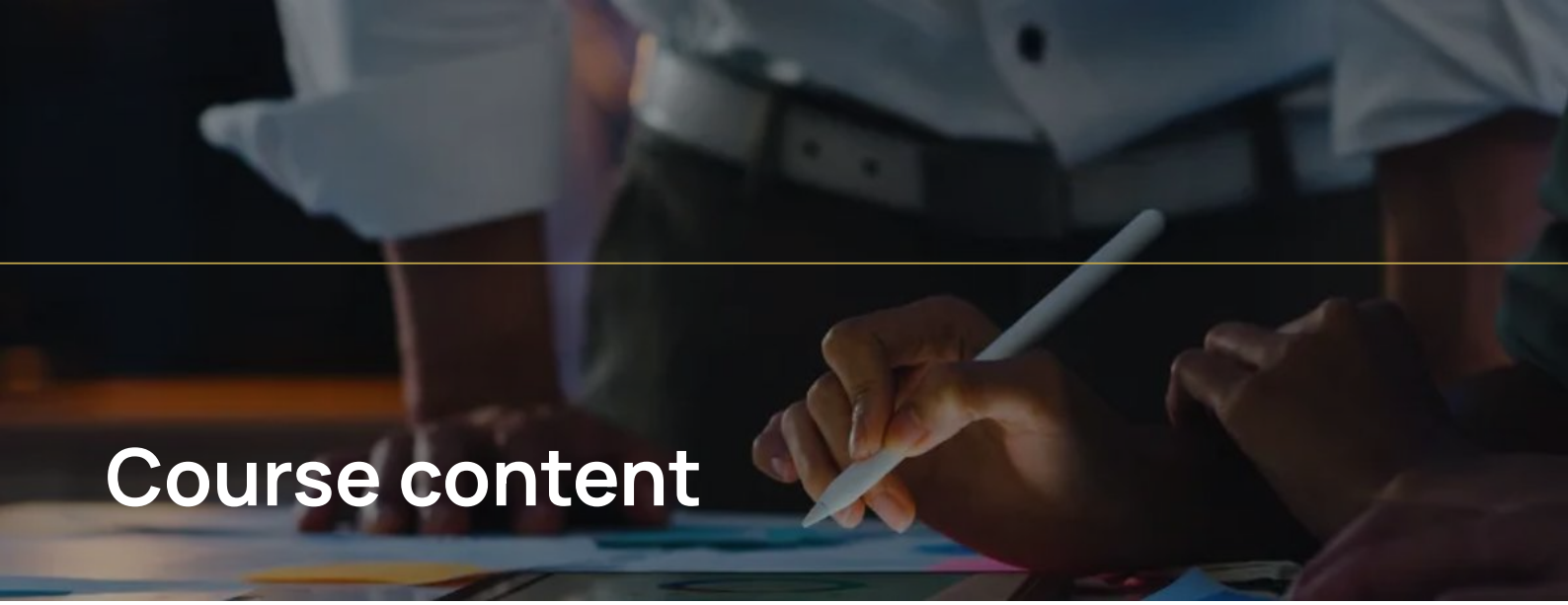
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

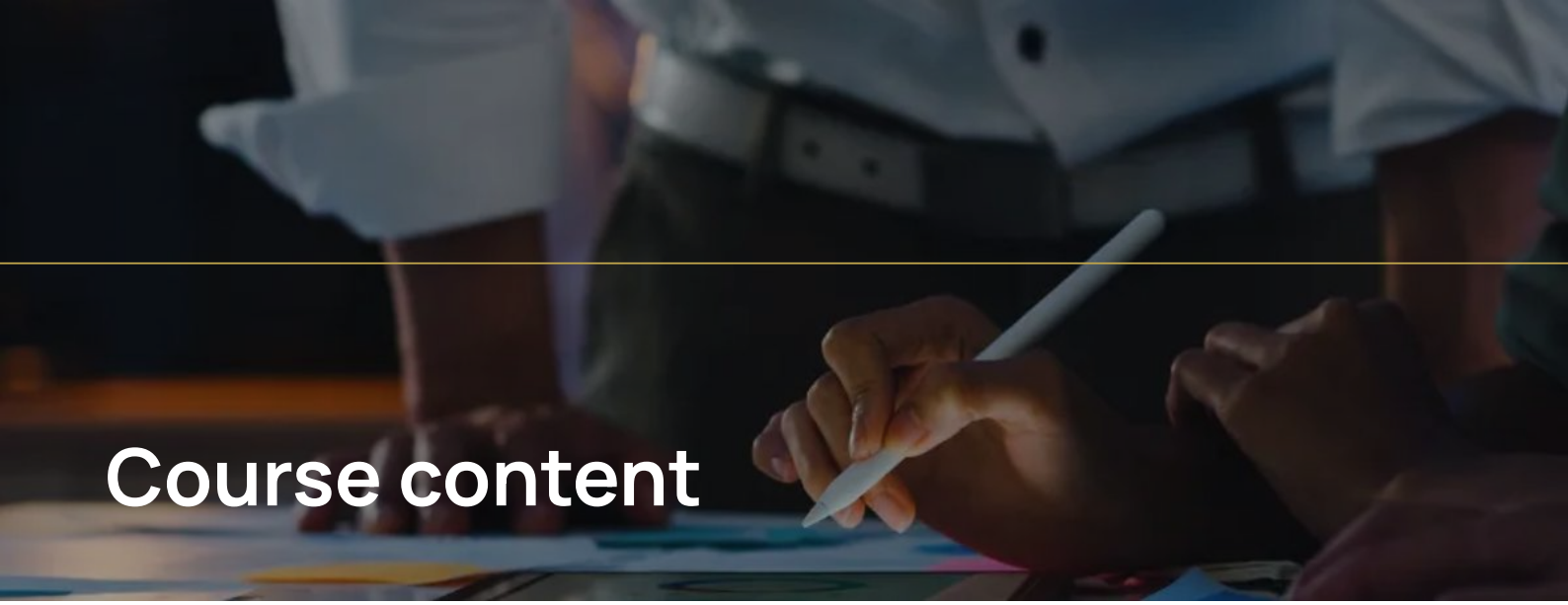
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

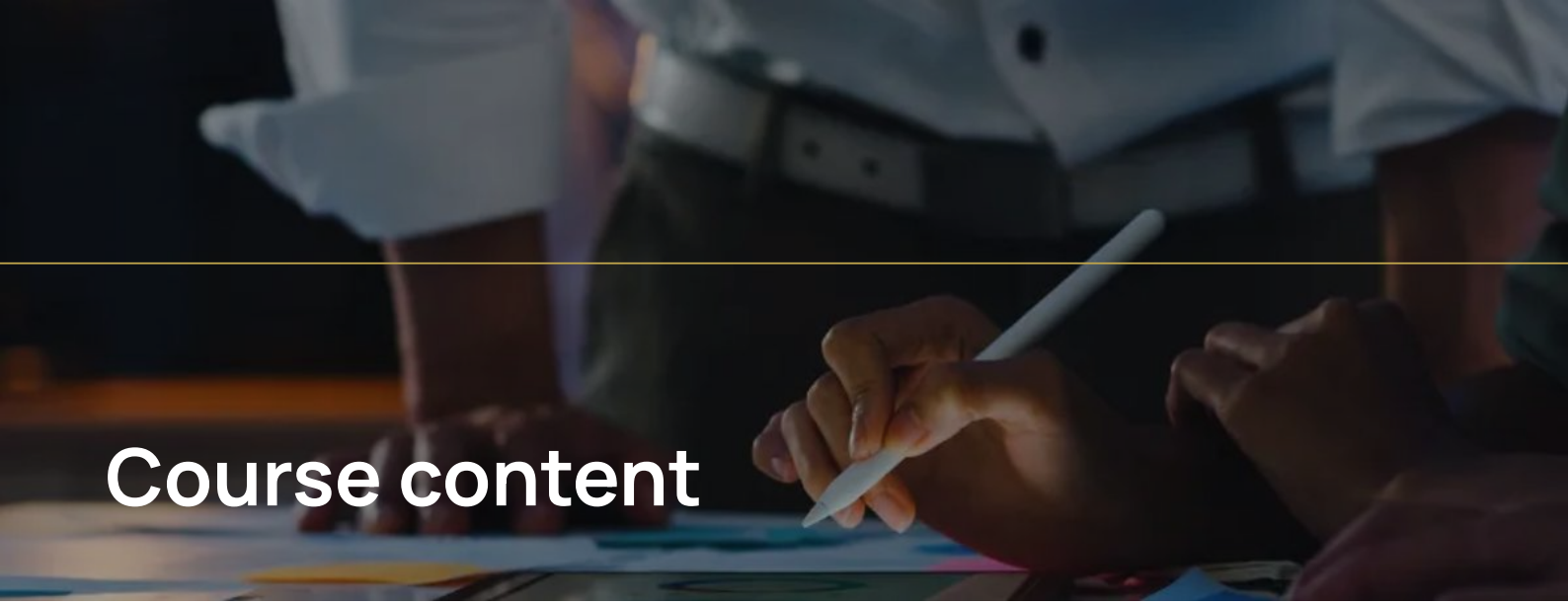
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

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