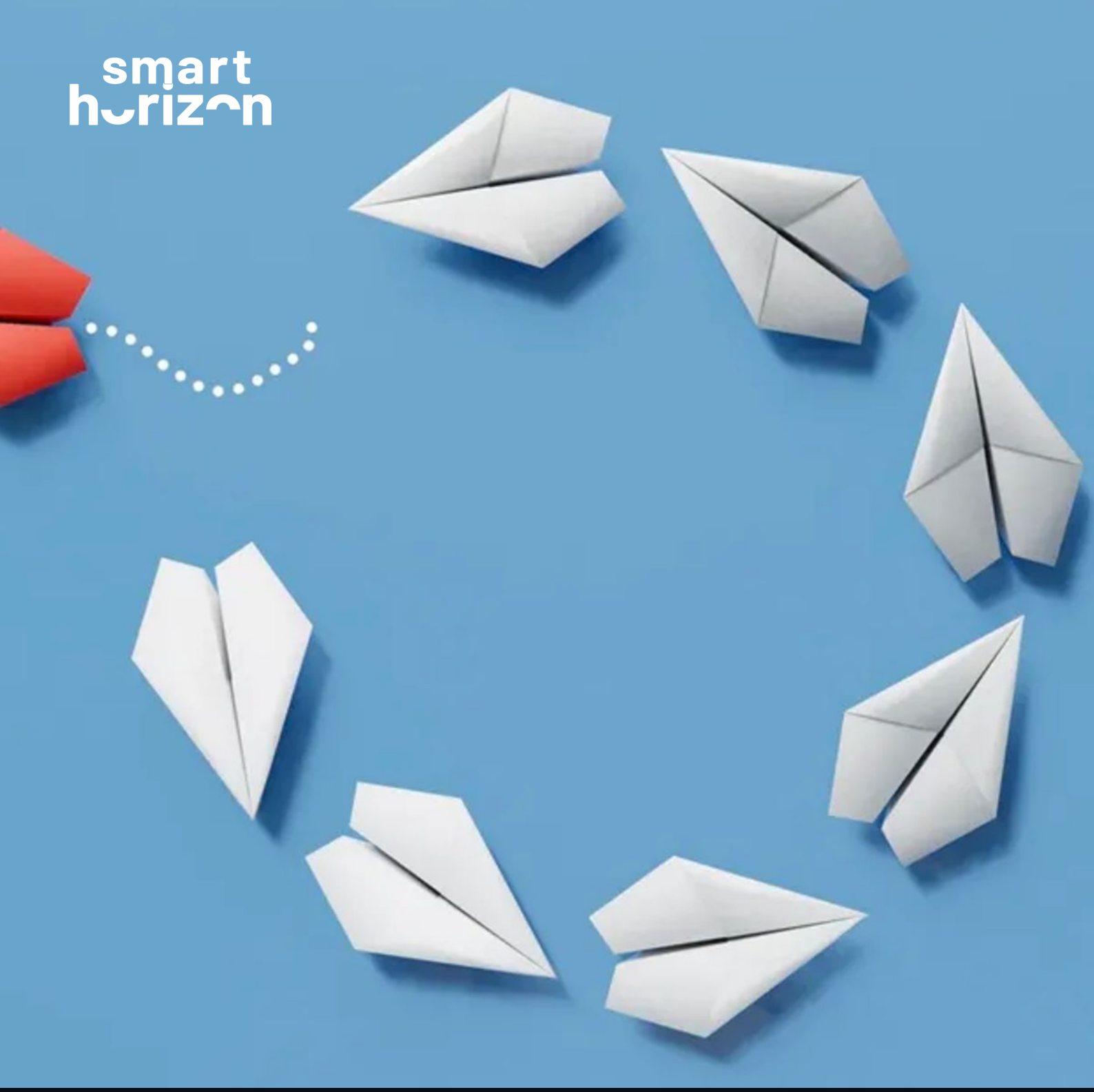


PUBLIC RELATIONS | COURSE BROCHURE

Rebranding Projects and Brand Migration

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

Explore current programmes

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Course content

Why attend

Rebranding changes how an organisation looks, sounds and is perceived. This course covers deciding whether to rebrand, research, brand strategy, naming and identity, managing stakeholders, launch planning, migrating assets and signage, and protecting brand equity during the transition.

Badly managed rebrands confuse customers and waste money. You will learn to plan and deliver a smooth brand change.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Rebrand case studies, migration planning, launch workshops and stakeholder exercises.

Course objectives

By the end of this course, participants will be able to:
• Assess whether and why to rebrand
• Research brand perceptions
• Develop brand strategy and identity briefs
• Engage stakeholders in the rebrand
• Plan the brand launch
• Manage brand migration and protect equity

Target audience

This course is suitable for:
• Brand and marketing managers
• Corporate communication directors
• PR professionals
• Project managers
• Design managers



Course content

Target competencies

Participants will develop competencies in:
- Rebrand assessment
- Brand research
- Identity briefing
- Launch planning
- Migration management

Course outline

Day 1: To Rebrand or Not

09:00–10:08	Reasons
10:08–11:00	Risks
11:00–11:30	**Coffee break**
11:30–11:45	Risks (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Research and Strategy

09:00–10:08	Perception research
10:08–11:00	Positioning
11:00–11:30	**Coffee break**
11:30–11:45	Positioning (continued)
11:45–12:53	Strategy
12:53–14:00	Workshop

Day 3: Identity

09:00–10:08	Naming
10:08–11:00	Visual identity
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Visual identity (continued)
11:45–12:53	Design briefs
12:53–14:00	Exercise

Day 4: Stakeholders and Launch

09:00–10:08	Internal engagement
10:08–11:00	Launch plan
11:00–11:30	**Coffee break**
11:30–11:45	Launch plan (continued)
11:45–12:53	Media
12:53–14:00	Workshop

Day 5: Migration

09:00–10:08	Asset audit
10:08–11:00	Signage and digital
11:00–11:30	**Coffee break**
11:30–11:45	Signage and digital (continued)
11:45–12:53	Equity protection
12:53–14:00	Action plan

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,540.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Barcelona Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,840.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,890.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	26 Apr 2027	30 Apr 2027	**€3,150.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Vienna Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,940.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
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.-**
Vienna Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,940.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

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.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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The Netherlands

View the latest course details online