



London School
of Public Relations

BRANDING

The two day course will train you on how to create successful, engaging and effective communication strategies for your brand.

YOU WILL LEARN:

- » Converting a product or service into a desirable brand
- » Developing a successful brand experience and narrative
- » Brand management
- » Developing effective stakeholder branding experiences
- » Using brand networks, relationships, alliances
- » Brand message control
- » Engaging with online brand communities
- » Protecting the brand

DAY 1:

- » The nature of a brand concept
- » The key steps to developing a successful brand
- » Brands as a communications tool
- » Identity, positioning, values and image
- » Is your brand identity good enough?
- » Positioning and being distinctive
- » How social and digital media have shaped brands
- » Brand equity and why is it central to brand development
- » Brand communications: mission and message control
- » Strategic intent and brands: vision and mission
- » Brand innovations

LSPR TRAINING

Short, intensive courses for practicing PR and communications professionals.

Class groups are kept small to ensure the quality of the training.

COURSES

- Advanced Management
- Branding
- Business Strategy for PR
- Business Writing
- Critical Incident Management
- CSR & Sustainability
- Human Resource Management
- Impression Management
- Leadership
- Personal Branding
- PR & Reputation Management
- Presentation Skills
- Press Release Writing
- Risk Management
- Social Media & Online Marketing
- Crisis Media Communications

QUALIFICATION

Courses are CPD approved.
Diploma / Adv. Certificate / Certificate

DURATION

1 to 5 day courses

LOCATION

Central London, UK.

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DAY 2:

- » Developing brand advocacy
- » Importance of emotions and what drives actions
- » Brand management – growing a brand and keeping it relevant
- » Brand narratives
- » Developing brand experiences
- » The role of brand archetypes
- » Branding and the power of CSR
- » Brand strategies: positioning, growth, extensions, revitalisation
- » Risk, issue and crisis management for a brand
- » Strategic anticipation and branding

RECOGNITION

The Advanced Certificate is approved and recognised by the: Continuing Professional Development (CPD): www.cpduk.co.uk

AWARD

CPD-Approved LSPR Professional Development Advanced Certificate.

ASSESSMENT

During the sessions, we will refer to a number of current case studies and work on practical exercises. We want to encourage the sharing of ideas, engage in discussions, practise the concepts and gain feedback from the trainers. The classes are small in size, in order that participants fully benefit from a consultative approach.

