

BUILDING YOUR BRAND WORKSHOP



Irish Academy of Public Relations

Branding

Understanding the importance of branding is crucial for SMEs and entrepreneurs looking to establish a strong market presence. This comprehensive Branding workshop is designed to equip participants with the essential skills and knowledge to build and manage strong brands. The workshop will cover brand strategy, exploring how to position your brand effectively and define its unique value proposition to align with business goals. Participants will learn to create a compelling brand identity, including designing logos, selecting colour schemes, and developing a consistent visual style. The course will cover brand messaging, teaching how to craft resonant taglines, slogans, and key messages. Attendees will gain insights into market research techniques to understand consumer behaviour and competitive landscapes.

1. Brand Strategy: Understanding the fundamentals of brand positioning, target audience, and value proposition. This includes learning how to develop a brand strategy that aligns with business goals.

2. Brand Identity: Creating a brand identity involves designing visual elements such as logos, colour schemes, typography, and imagery. You'll learn how these elements contribute to the overall perception of the brand.

3. Brand Messaging: Crafting the right messaging and tone of voice for the brand. This includes developing taglines, slogans, and key messages that resonate with the target audience.

4. Market Research: Conducting research to understand market trends, consumer behaviour, and competitive landscape. This helps in making informed branding decisions.

5. Digital Branding: Utilizing digital platforms and social media to build and manage brand presence online. This includes strategies for website design, content marketing, and social media engagement.

Date: 3rd October 2024

Time: 10am to 1pm

Location: Online (Zoom)

WORKSHOP STRUCTURE

- Brand Strategy
- Brand Identity
- Brand Messaging
- Market Research
- Digital Branding

SOCIAL MEDIA STRATEGY WORKSHOP



Irish Academy of Public Relations

Brand Management

Learning how to maintain and evolve the brand over time. This includes managing brand reputation, ensuring consistency across all touchpoints, and adapting to market changes.

Consumer Psychology

Understanding how consumers perceive and interact with brands. This involves studying psychological principles that influence buying decisions and brand loyalty.

Integrated Marketing Communication

Coordinating various marketing channels and communication strategies to create a cohesive brand message across all platforms.

Brand Metrics and Evaluation

Measuring the effectiveness of branding efforts through metrics and key performance indicators (KPIs). This includes brand awareness, equity, and loyalty metrics.

Case Studies and Practical Applications

Analysing real world examples of successful and unsuccessful branding campaigns. This helps in gaining practical insights and applying theoretical knowledge to real situations.

- Brand Management
- Consumer Psychology
- Integrated Marketing Communications
- Brand Metrics and Evaluation
- Case Studies and Practical Applications