



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	BRAND MANAGEMENT
Date	19 September, 2018
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

A strong brand identity has the potential to position a company ahead of its competition. Building a powerful brand is about resonating with your target audience as well as with everyone in the company. They must become your brand's most fervent ambassadors. It's all about credible communication with a message that hits the target audience immediately.

This one-day workshop will teach you the skills necessary to build your brand, the ins and outs of living your brand, and how to design a basic brand development plan to position your brand effectively. You will learn about key messaging as well as the basics of how public relations and reputation are directly linked to the sustainability of your brand.



Programme outline:

- What is a brand?
- What is reputation and why is this vital to a brand?
- Social media and brand reputation
- Corporate identity and the importance thereof
- Suppliers, the importance of accurate supplier briefs and brand equity
- Brand positioning and association
- Brands and consumer behaviour
- Basics of brand activations
- Basics of brand development planning
- The essentials of building a brand successfully
- Brands and the marketing mix
- Public relations and brand reputation

As a result of participating effectively in this workshop, participants will be able to:

- Understand why building your brand is important and the factors that influence it
- Compile an effective brand development plan
- Understand the value of branding and what elements will make yours the brand of choice
- Understand the principles of a corporate identity

- Understand how the marketing mix forms part of a brand
- Have a deeper insight/understanding about consumers and how they 'roll'
- Understand and outline the PR aspects of building a brand linked to brand reputation
- Understand the importance of supplier relationships, briefings and brand knowledge.
- Provide advice to the business on how social media affects a brand.

Once you have been given the recipe, you too can stimulate your brand and showcase your creativity to effectively stage brand activations and seamlessly integrate all available communication means to a single platform.


About the facilitator

Bonnie is an accredited Chartered Public Relations Practitioner with 17 years' experience in communication, marketing, events and public relations. She has qualifications in public relations, brand management, social media and networking, crisis communication, marketing, animal psychology and serves on the National Conference Committee for PRISA (Public Relations Institute of Southern Africa).

With an entrepreneurial background, a keen interest in law and extensive experience in corporate and brand reputation, Bonnie brings both creative and strategic insight to the table. As part of SAB's Strategic Business Unit for 3 years, Bonnie played an integral role in introducing international premium alcohol brands, such as Miller Genuine Draft, Peroni, Pilsner Urquell and Grolsch, into the South African market. Bonnie has project-managed a number of rebranding projects for well-known national brands as well as global companies.



Duration:	1 Day
CPD Points:	7.5
*Early bird PRISA Member:	R2420.00
Late PRISA member:	R2670.00
*Early bird non-member:	R2950.00
Late non-member:	R3210.00
PRISA registered student:	R1400.00
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

***Early bird: Book and pay before 19 August 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Book online now to secure your seat as space is limited

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