OVERVIEW
As entrepreneurs, when we are challenged by powerful global brands in our own regions and in our home markets, we have to be prudent and precise; we need results that can be measured in terms of sales and publicity. Brand management for large corporations, governments, and agencies has to be managed better than ever before.

We live in a world of brands, we grew up listening to advertising monologues and now we want transparency and dialogue. We rarely believe adverts and we can actively avoid them. We have access to knowledge and can make informed decisions. Winning us over as customers isn’t going to be easy.

This intensive programme is designed to provide you with cutting-edge knowledge and skills for managing both your brand and your communication agencies, to help you find smarter ways to engage with your clients and develop methods for adding value to your global partnerships and client’s brands.

WHO SHOULD ATTEND
This programme is designed for executives, and for general and department managers who want to understand the brand management process and develop a set of skills at a level that is competitive with experts in the field. Prior training in marketing is useful, but not essential. However effective your brand management skills are at present, this programme will help you to move up to the next level.

BENEFITS TO YOU
By attending this programme you’ll:
• Explore the art and science of brand management.
• Develop a strong sense of the strategies for building a sustainable brand management system.
• Improve your ability to analyse your brand in order to effectively direct both insiders and outsiders who share a vested interest in developing your brand.

“I didn’t feel the time pass! It was a real pleasure to be guided by an experienced and passionate person who is a true insider in the global branding industry.”

Elina Vikmane
Account Director
MRS Grupa
AGENDA

DAY 1
INTRODUCTION TO SUSTAINABLE BRAND STRATEGIES

Brand Challenge #1
The Corporate Brand:
Hospitality Case
- Is a Corporate Brand an advantage or disadvantage?
- Gaining new users, growth through existing users
- Will my actions generate free press?

Brand Challenge #2:
The Product Brand:
f.m.c.g and timepiece cases
- Can my Local brand go Global?
- To Reposition or Restage?
- Are my actions newsworthy?

DAY 2
BUILDING SUSTAINABLE BRAND STRATEGIES ACROSS BORDERS

Brand Challenge #3:
Generic & Retail Brands
- The fundamentals of Brand Reputation
- The principles of Brand Affinity
- Delegate ‘homework’ presentations
- Brand DNA Image vs Identity

Brand Challenge #4:
- Internet & other ‘Content’ Brands
- The fundamentals of Building Sustainable Brand Strategies

The programme is implemented in cooperation with:

FACULTY BIO

Philippe Mihailovich is a leading academic in the field of brand architecture, brand stretching and repositioning. He devised brand stretching guidelines for Virgin, has advised governments on rebranding nations and is author of a book on Luxury Brand theory for professionals.

As a practitioner he has managed Nivea skin care for the UK and Commonwealth (1986-87), was Marketing Director for Wella, UK (1988-1991) and devised the EuroBrand strategy for the group, and founded Couture Brands, a private label brand development company working with major supermarket and pharmacy chains in the UK and USA (1992-2009). Now, as CEO of HAUTeLUXE, he advises on luxury retail brands and hotels in Paris, London, Hamburg and New York; for companies in Russia, Serbia, Armenia, Georgia and South Africa he participates in creating brands to compete in the global marketplace.

Born in South Africa to a French mother and Serbian father, he draws from his experience working primarily in Johannesburg, London, New York and Paris. Before starting his PhD research at Surrey University in the UK, he received his BA degree in Industrial Psychology and Social Anthropology at the University of the Witwatersrand which he followed on to an Executive Masters in Advanced Marketing.