



INTERNAL BRANDING: *Strong Brands Through Consistent Delivery*

AMERICAN MARKETING ASSOCIATION
TRAINING SERIES

SAN FRANCISCO AUG 11-12 | CHICAGO AUG 21-22 | BOSTON SEP 25-26

We know branding goes beyond the traditional marketing activities of advertising, logos and corporate identity. Building a strong brand means delivering the brand consistently, and that means branding has to involve the entire organization. Learn how to make this happen in your organization by attending this hands-on, in-depth training program.



INTERNAL BRANDING:

Strong Brands Through Consistent Delivery

We know branding goes beyond the traditional marketing activities of advertising, logos and corporate identity. But how can you get everyone in your organization to work together to deliver your brand—consistently, time over time? Learn how to make this happen in your organization by attending this hands-on, in-depth training program.

WHO SHOULD ATTEND?

Anyone who wants to understand how to align their organization's actions to deliver their Brand Promise and to use their brand to meet their organization's goals. C-level, senior managers and others in Marketing, Strategy, Human Resources and anyone responsible for managing brands to deliver the brand promise in for-profit or nonprofit organizations will benefit from this seminar.

LEARN TO:

- Understand the importance of aligning actions with your Brand Promise
- Understand the value and power of your brand as a management and execution tool
- Explore your brand's key leverage points
- Develop a plan of action for strengthening your brand through execution
- Use your brand to create meaningful and valued relationships
- Make branding every employee's responsibility
- Design high-impact brand experiences

LEAVE WITH:

- Copy of slides from presentation
- White papers and articles
- Examples
- Conceptual models and checklists
- Bibliography of selected books, articles and web sites
- Guidelines for internal branding
- Internal branding tools

ABOUT THE INSTRUCTOR

Debra Semans, Senior Vice President of Polaris Marketing Research, has over 20 years of experience helping all kinds of organizations create and enhance brands. Debra works with clients to define optimal market positions and the strategies to make them a reality. She is a frequent speaker and lecturer on Internal Branding and other branding topics.

DAY 1

| | |
|------------------|--|
| 8:30 – 9:00 AM | CONTINENTAL BREAKFAST |
| 9:00 – 9:45 AM | COURSE OVERVIEW <i>Introductions, logistics and an understanding of the course</i> |
| 9:45 – 10:00 AM | BRAND BASICS <i>Brand definition, the anatomy of brands, how brands deliver value, uses of brands</i> |
| 10:00 – 10:15 AM | BREAK |
| 10:15 – 10:45 AM | BRAND EVOLUTION <i>How branding is changing</i> |
| 10:45 – 11:15 AM | INTERNAL BRANDING DEFINITION AND RATIONALE <i>What is internal branding and why do we do it?</i> |
| 11:15 – 12:00 PM | BRAND EXPERIENCES <i>How branded experiences build strong brands</i> |
| 12:00 – 1:00 PM | LUNCH |
| 1:00 – 1:30 PM | BRAND TOOLS <i>Vision—Designing the end-point of your brand</i> |
| 1:30 – 2:15 PM | BRAND TOOLS <i>Positioning—Determining what your brand will be known for</i> |
| 2:15 – 2:30 PM | BREAK |
| 2:45 – 3:15 PM | BRAND TOOLS <i>Positioning—(Continued)</i> |
| 3:15 – 4:15 PM | BRAND TOOLS <i>Brand Architecture—Structure for growth and management</i> |
| 4:15 – 4:30 PM | REVIEW, Q&A |

DAY 2

| | |
|------------------|---|
| 8:30 – 9:00 AM | CONTINENTAL BREAKFAST |
| 9:00 – 9:15 AM | REVIEW DAY ONE |
| 9:15 – 10:30 AM | BRAND TOOLS <i>Key drivers—Understanding how the brand is delivered, codifying the brand</i> |
| 10:30 – 10:45 AM | BREAK |
| 10:45 – 11:15 AM | COMMUNICATING THE BRAND INTERNALLY |
| 11:15 – 12:00 PM | BRAND TOOLS <i>Brand Pillars—Turn words into brand driving actions</i> |
| 12:00 – 1:00 PM | LUNCH |
| 1:00 – 2:00 PM | BRAND TOOLS <i>Brand Blueprints—Improve the brand delivery process</i> |
| 2:00 – 2:30 PM | BRAND TOOLS <i>Brand Job Definitions—Identify the key jobs to drive the brand into your organization</i> |
| 2:30 – 2:45 PM | BREAK |
| 2:45 – 3:15 PM | BRAND MEASUREMENT <i>Metrics to monitor brand development and internal implementation</i> |
| 3:15 – 3:45 PM | BRAND RESEARCH <i>Get the most insight out of your brand information</i> |
| 3:45 – 4:00 PM | REVIEW, WRAP-UP, AND Q&A |

LOCATIONS

AUGUST 11–12
SAN FRANCISCO, CA
Hyatt Regency San Francisco

AUGUST 21–22
CHICAGO, IL
Gleacher Center

SEPTEMBER 25–26
BOSTON, MA
Batterymarch Conference Center

PRICING

| | |
|------------|--------|
| MEMBER | \$1475 |
| NON-MEMBER | \$1725 |

Join AMA today and save on event registration!

EARLY REGISTRATION DEADLINES

| | |
|---------------|-----------|
| SAN FRANCISCO | JULY 11 |
| CHICAGO | JULY 21 |
| BOSTON | AUGUST 22 |

Please add an additional \$100 to price after the early registration deadline.

TO REGISTER VISIT

www.MarketingPower.com/tsinternalbranding or call 800.AMA.1150.



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