



Branding Boot Camp™

tools for building brands

Effectively leveraging your brand strengths can help you establish competitive differentiation and customer loyalty regardless of your industry, product or service.

The AMA Branding Boot Camp is a new professional development opportunity that will give you the understanding and tools to enhance your brand's strength.

“The topic on Brand Anatomy was the best part; it helped me realize exactly where we needed to take our new brand.”

- Branding Boot Camp Attendee

Day 1 8am – 5pm

Continental Breakfast, Lunch & Breaks provided

WHAT IS A BRAND?

WHY ARE BRANDS IMPORTANT?

HOW DO BRANDS DELIVER TO THE BOTTOM LINE?

WHAT IS BRAND EQUITY AND HOW ANATOMY OF A BRAND

- Core Essence
- Functional Benefits
- Emotional Benefits
- Heritage
- Identity and Symbols
- Personality
- Intangible Identifiers

BRAND ARCHITECTURE

BRAND SPACE – PERMISSIONS AND LIMITATIONS

BRAND EXPERIENCE

Day 2 8 am – Noon

Continental Breakfast & Breaks provided

BRAND POSITIONING

INTERNAL BRANDING

REVIEW OF COURSE AND Q & A

By attending this Boot Camp you will explore fundamental brand concepts that will:

- Help you evaluate your current brand
- Identify ways to strengthen and improve your brand
- Develop plans and tactics for implementation

What You Will Learn

- Identify the essential building blocks of a successful brand
- Factor brands into your organization's overall success
- Develop an effective brand architecture
- Create a compelling brand position
- Conduct marketing research to evaluate and track brand progress

Who Should Attend

- Marketing professionals, business managers and entrepreneurs who are interested in improving their brands
- Graduate of the AMA Marketing, Nonprofit, Research & Marketing Planning Boot Camp
- Experienced marketers who want a refresher on branding fundamentals

“One of the best seminars I have attended on branding! Well worth the money.

The instructor is the best!”

- Branding Boot Camp Attendee

PRICE

Join the AMA and Save on Registration!

AMA MEMBERS \$475

NON MEMBERS \$740

TO REGISTER

Visit us online or call us at

WWW.MARKETINGPOWER.COM/BRANDBOOTCAMP

800.AMA.1150