Strategic Brand Communication and Identity Management Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #CW7970_179551

Course Introduction / Overview:

In today's hyper-competitive marketplace, a strong brand is not just a logo or a name; it is the very essence of an organization's promise to its customers. This course provides a comprehensive framework for mastering the art and science of strategic brand communication and corporate identity management. It delves into the critical processes of building, managing, and protecting a brand's most valuable asset: its reputation. Drawing upon foundational principles from leading academics like David Aaker, whose seminal work "Building Strong Brands" redefined the concept of brand equity, this program moves beyond theory to offer actionable strategies. Participants will learn to craft a compelling brand narrative, design a cohesive corporate identity, and deploy communication strategies that resonate with all stakeholders. At BIG BEN Training Center, we have designed this training to equip professionals with the skills to navigate the complexities of modern branding, ensuring that every message, visual element, and corporate action works in concert to build a powerful and enduring brand presence that drives organizational success.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand Managers and Strategists.
- Public Relations Specialists.
- Corporate Communications Officers.
- Graphic Designers and Creative Directors.
- Product Managers.
- Human Resources Managers involved in employer branding.
- Business Owners and Entrepreneurs.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Charitable Organizations.

Target Organizations Departments:

- Marketing and Sales.
- Public Relations (PR).
- Corporate Communications.
- Human Resources (HR).
- Product Development.
- Executive Management and Leadership.
- Creative and Design Services.
- Customer Service and Experience.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive brand strategy aligned with business objectives.
- Construct a cohesive and compelling corporate identity system.
- Create and implement strategic brand communication plans across multiple channels.
- Master the art of brand storytelling to engage diverse audiences.
- Manage and protect the organization's reputation effectively.
- Conduct a thorough brand audit to assess performance and identify opportunities.
- Align internal culture with the external brand promise for authentic communication.
- Measure the return on investment (ROI) of branding and communication efforts.
- Develop a crisis communication plan to safeguard brand equity.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. This course utilizes a blended learning approach, incorporating expert-led presentations, in-depth case study analyses of successful and unsuccessful brand strategies, and interactive group discussions that encourage peer-to-peer learning. Participants will engage in practical workshops and simulation exercises, such as developing a brand messaging framework or responding to a mock crisis scenario. This experiential learning process ensures that concepts are not just understood but can be confidently applied in a real-world corporate environment. Continuous feedback from the instructor and peers is a core component, fostering a dynamic and supportive learning atmosphere where participants can refine their skills and build a robust understanding of strategic brand management from conception to execution.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Branding

- Defining the modern brand and corporate identity.
- The distinction between brand image, identity, and reputation.
- Exploring the concept of brand equity with David Aaker's model.
- The strategic role of branding in organizational success.
- Analyzing the components of a strong brand.
- Understanding the psychology of branding and consumer behavior.
- Introduction to brand architecture models.

Unit Two: Crafting the Corporate Identity

- Developing a powerful brand vision and mission statement.
- Establishing core brand values and personality.
- The process of creating a unique brand name and tagline.
- Principles of logo design and visual identity systems.
- Managing brand voice, tone, and messaging guidelines.
- Conducting competitive brand positioning analysis.
- Creating comprehensive brand style guides.

Unit Three: Strategic Brand Communication

- Principles of Integrated Marketing Communications (IMC).
- Developing a strategic communication plan.
- Identifying and analyzing target audiences and stakeholders.
- Crafting compelling brand stories and narratives.
- Selecting the optimal mix of communication channels.
- Content strategy for digital and traditional media.
- Aligning internal communication with external brand messaging.

Unit Four: Brand Reputation and Crisis Management

- Monitoring brand perception and online reputation.
- Proactive strategies for building a positive brand reputation.
- Identifying potential brand risks and vulnerabilities.
- Developing a comprehensive crisis communication plan.
- Managing media relations during a crisis.
- Post-crisis recovery and rebuilding brand trust.
- The role of corporate social responsibility (CSR) in reputation management.

Unit Five: Measuring and Evolving the Brand

- Key performance indicators (KPIs) for brand health.
- Methods for conducting a comprehensive brand audit.
- Measuring brand awareness, loyalty, and advocacy.
- Calculating the return on investment (ROI) of branding initiatives.
- Strategies for brand revitalization and rebranding.
- The future of branding: digital trends, AI, and personalization.
- Final project presentation on developing a brand strategy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of radical transparency and social media, can a corporate identity ever be fully 'managed,' or is it now a co-created entity with the public?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by offering a holistic and strategic perspective on branding, moving beyond the purely tactical aspects of marketing and design. While many courses focus on isolated elements like logo creation or social media campaigns, this program integrates every facet of brand communication and identity into a unified strategic framework. It bridges the critical gap between theoretical models, such as the brand equity principles pioneered by academics like David Aaker, and their practical, real-world application in a corporate setting. The curriculum is uniquely structured to address both internal and external branding, emphasizing the importance of aligning employee culture with the external brand promise to create an authentic and sustainable identity. Rather than just teaching participants how to execute tasks, this course, offered by BIG BEN Training Center, cultivates a strategic mindset, enabling them to make high-level decisions that build long-term brand value, manage reputation proactively, and navigate the complexities of the modern communication landscape with confidence and foresight.