



PUBLIC RELATIONS

Corporate Identity & Brand Management

Course code: PR-013

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

A strong corporate identity and well-managed brand are among an organization's most valuable strategic assets. They shape stakeholder perceptions, strengthen customer loyalty, support business growth, and create sustainable competitive advantage. This course equips participants with practical knowledge and proven frameworks for developing, communicating, managing, and protecting corporate brands while ensuring alignment with organizational strategy, culture, and long-term business objectives.

Why Attend

The course combines instructor-led presentations, interactive workshops, branding exercises, case studies, group discussions, brand assessment activities, practical design sessions, and participant presentations to provide hands-on experience in corporate brand development and management.

Who Should Attend

Corporate communication professionals
Marketing and brand managers
Public relations professionals
Business development managers
Corporate affairs specialists
Senior executives and business leaders
Entrepreneurs and business owners

— Learning Objectives

- Understand the strategic role of corporate identity and branding
- Develop a comprehensive brand strategy aligned with organizational objectives
- Build a distinctive and consistent corporate identity
- Engage employees and stakeholders as brand ambassadors
- Develop brand communication guidelines and governance frameworks
- Measure, monitor, and protect brand value over time
- Create practical action plans for sustainable brand management

— Course Outline

**DAY
1**

Foundations of Corporate Identity and Branding

- Understanding the strategic importance of branding in modern organizations
- Defining corporate identity, corporate image, and brand positioning
- Exploring how effective branding supports organizational performance and competitive advantage
- Aligning brand strategy with organizational mission, vision, values, and purpose
- Identifying the core elements that create strong and memorable brands
- Building differentiation, credibility, emotional connection, and customer trust through branding

**DAY
2**

Developing a Strong Corporate Brand

- Designing comprehensive branding strategies that support long-term business objectives
- Understanding the essential components of corporate brand identity
- Developing compelling brand values and unique value propositions
- Applying customer insights to strengthen brand positioning
- Creating audience personas to support customer-focused branding strategies
- Aligning brand evolution with organizational history, current positioning, and future aspirations

**DAY
3**

Building Internal and External Brand Advocacy

- Securing executive sponsorship and leadership commitment to brand initiatives
- Developing leadership as visible champions of the corporate brand
- Empowering employees to become authentic brand ambassadors
- Leveraging strategic partnerships, influencers, and external advocates to strengthen brand awareness
- Building engaged customer communities and digital brand advocates
- Measuring and communicating brand value using recognized valuation and performance frameworks

**DAY
4**

Brand Communication and Implementation

- Developing comprehensive corporate brand guidelines and governance frameworks
- Creating brand manuals that ensure consistency across all communication channels
- Delivering effective branding workshops for employees and external partners
- Planning integrated communication strategies for internal and external stakeholders

- Organizing successful brand launch initiatives and communication campaigns
- Maintaining brand consistency across multiple locations, platforms, and customer touchpoints

DAY
5

Brand Protection, Performance, and Continuous Improvement

- Monitoring customer experience and brand perception using qualitative and quantitative methods
- Evaluating stakeholder, influencer, and media perceptions of the corporate brand
- Measuring brand performance through reputation and brand equity indicators
- Identifying when and how to evolve or refresh corporate branding strategies
- Practical workshop: Developing, presenting, and evaluating a complete corporate brand strategy
- Personal action planning, course review, lessons learned, and implementation roadmap

— Upcoming Classroom Dates

DATE	LOCATION	FEE
18 - 22 January 2027	Amsterdam - Netherlands	€1,900
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Istanbul - Türkiye	€1,400
19 - 23 April 2027	Vienna - Austria	€2,250
17 - 21 May 2027	Barcelona - Spain	€1,600
21 - 25 June 2027	Paris - France	€2,250
19 - 23 July 2027	Frankfurt - Germany	€1,700
16 - 20 August 2027	Barcelona - Spain	€1,600

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.