

WORKSHOP

HOW TO BUILD A STRONG BRAND IMAGE

15th April 2024



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WORKSHOP NO 2/12: HOW TO BUILD A STRONG BRAND IMAGE

AGENDA (15/04/2024)

11:00 – 12:30 CET

Karolina Janik

- HOW TO BUILD A STRONG BRAND IMAGE
- Q&A

Goal: The goal of the "How to Build a Strong Brand Image" workshop is to empower participants with the knowledge and tools necessary to create, enhance, and sustain a strong brand image that resonates with their target audience and stands out in the marketplace. Through a combination of theoretical insights and practical information, attendees will learn the fundamentals of brand identity, the importance of consistency across all touchpoints, and strategies for effective brand communication. Participants will also explore the role of digital media in brand building and how to effectively manage brand reputation in the face of challenges. By the end of this workshop, attendees will be equipped to prepare pillars of brand strategy that aligns with their business objectives, engages their target audience, and fosters brand loyalty.

Outcome: The outcome of the workshop is to equip participants with the knowledge, tools, and strategies they need to build a strong and compelling brand image that resonates with their target audience.

WORKSHOP DETAILS

Understanding of Brand Identity

Participants gain a clear understanding of what brand identity is and why it's essential for businesses.

Definition of Target Audience

Participants define their target audience and understand how to tailor their brand image to appeal to this demographic.

Networking and Collaboration

The workshop provides tips for networking and collaboration to strengthen the brand image.

Identification of Brand Values

Attendees identify the core values and principles that their brand wants to communicate to their target audience.

Creation of Brand Guidelines

Participants develop brand guidelines that outline the visual elements, tone of voice, and messaging that should be consistent across all brand communications.



SPEAKER: Karolina Janik

Owner of the largest communication agency located in northern Poland - PERSONAL PR. Strategist and advisor in the area of media relations, social media and crisis communication. She specializes in communication audits and creating communication strategies. Karolina helps managers and board members of companies in Europe in building personal branding. Member of the Polish Public Relations Association and chairwoman of the international network of PR agencies - IPR Team. Author of many articles and trainer in marketing communication. Lecturer in PR & Media and initiator of the Skillers Academy training program.

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