

Brand Management Seminar Series 2009

# Building Strong Brands Seminar

Sydney  
27 August 2009

AUSTRALIAN  
CENTRE FOR  
BRANDING™

“If you take as a given, and we do, that **companies must build strong brands to be competitive, then you are faced with a simple yet staggering challenge: **How?****”

Harvard Business Review

# **Building Strong Brands Seminar**

**Is your brand clear and true?**

**As you know, the economy, mergers and acquisitions, leadership changes, new markets, shifting demographics, and time itself can derail even the strongest brand.**

**Transform your organisation through brand management. Learn how to leverage your brand to achieve lasting and meaningful success in today's economic environment. The **Building Strong Brands Seminar** connects you with essential tools, knowledge, skills, and strategies to effectively develop and manage your brand.**

## What you will learn:

- What branding is and what it does
- How and when to introduce branding
- Ways to use brand as a corporate resource
- How to develop and manage a branding programme
- Methods of control and costing
- How to successfully launch a brand
- How to gauge the effectiveness of a brand
- Ways to attract and inspire employees through branding

## Who should attend?

This seminar is essential for anyone who has a role in defining or managing an organisation's brand and reputation. Professionals in general management, sales and marketing, people management and product development will find this seminar particularly useful. The topics covered will be valuable to anyone in small, medium or large enterprise, public sector and NGOs.

## How you will benefit:

Learn the strategies, tactics and skills to transform your brand into a high-value business resource. Participants will have an opportunity to review and discuss the challenges and approaches to building strong brands.

**Seminar  
Leader:**

Gavin Jowitt, Managing  
& Creative Director,  
Mainspring

Many people talk about branding, but very few people know how to do it. Gavin Jowitt is a highly accomplished branding professional and creative director with over 20 years proven success in brand creation and brand communication. In this concise and practical seminar he explains, in his straightforward style, what brands are, how to create them, how to make them work and how to sustain them.

**Date and  
location:**

Thursday 27 August 2009  
Sebel Pier One Hotel,  
11 Hickson Road, Sydney

The seminar will be from  
9:00am until 3:00pm.

Morning tea and lunch  
provided.

**Early bird:** \$550  
(register before  
23 July 2009)

**Price:** \$650

**Groups of 2 or more:**  
10% discount.

This popular seminar is limited to  
20 participants. Please book now  
to avoid disappointment.

The Australian Centre for Branding exists to help Australian business, public sector and NGOs to effectively use branding to achieve their goals. Through our seminars and on-site workshops we equip organisations with the necessary skills and strategies to successfully define, create and manage their brands.

**Register now at:**  
[www.centreforbranding.com.au](http://www.centreforbranding.com.au)

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**9:00am – 3:00pm**

**Sebel Pier One Hotel**

**11 Hickson Road**

**Sydney**

**Price: \$650**

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**[events@centreforbranding.com.au](mailto:events@centreforbranding.com.au)**

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