

# BRAND-DRIVEN BUSINESS TRANSFORMATION

VIRTUAL LEARNING 2021





# UNLEASHING THE POWER OF BRAND MANAGEMENT

## Do you have the need to build world-class commercial and brand capability?

For decades, leading global companies have invested millions of dollars in developing world-class brand building capability. Bottom-line profits have become harder to deliver and as a result, funding for brand-focused capability building has suffered significantly.

Business leaders have identified a void: the art of brand management is being lost. To address this, Swinburne University of Technology and Total Brand Value will debut a world-class industry-led brand management program to the Australian and New Zealand markets in 2021.

This is a truly collaborative and interactive program led by some of the world's most experienced senior practitioners to unleash the real power of brand management.



# ABOUT THE PROGRAM

## Who is it designed for?

Leaders across all sectors of industry who have any interaction with brand management, commercial actions or strategic thinking.

## How is it structured?

This intensive program will run virtually and is designed to cut through the complexities in today's business environment:

- Four days of collaborative learning in an expertly curated virtual setting
- Experiential learning in small groups
- Expert facilitation and management of groups
- Designed to maximise team collaboration in a virtual business world.

## What will I get out of it?

Do you need a simple approach to managing your business as a brand? This program is created by brand management experts with over 20 years of global experience who will help. They expertly structure simple tools ideal for virtual (and live) working based on years of remote global team coordination.

As a participant, you'll be exposed to a blend of industry-relevant best practices and experiential workshops. These include a masterclass in brand management which will remain with you for the rest of your career. While learning the finer points of brand positioning, this program will take you on a branding journey by applying thinking to a real brand by leveraging virtual working. You'll also have access to expert facilitators, coaches and have the opportunity to network with like-minded people across best practice businesses.

Get ready to be inspired, challenged, and equipped with new insights and skills to advance your branding journey.

## How will my organisation benefit?

This program is designed to be applied right away. The techniques are so practical, they enable delegates to start to process their own business issues as they progress throughout the week. You will obtain the skills to lead business growth and transformation by connecting brands with consumers.

## What will I learn?

You will obtain the skills to lead business growth and unleash the power of brand management.

## LEARN HOW TO:

- Choose and target a core customer
- Position a brand for success
- Grow a brand
- Ensure your brand drives all parts of your business
- Embed and practice powerful team collaboration virtually
- Understand your consumer



## TOPICS:

- The Consumer: Selecting and Understanding Your Ideal Target
- Powerfully Positioning Your Brand for Growth
- Brand Management Over Time and Geographies
- The Brand Plan: Integrated Activity and Planning in Practice
- Putting it all Together



## DESIGNED FOR:

- Managing Directors, CEO's, CMO's
- Brand management and associated functions
- Commercial marketing at any level of Industry facing
- Industries: retail, pharmaceutical, banking, automotive, FMCG, QSR, food and beverage leaders, services, technology, mining and exploration
- People and culture, human resource managers
- Any customer-facing businesses with a story to tell



## Presented by Andy Gibson & Brian Crean

Widely-regarded as brand management experts, Andy and Brian each have over 25 years of global marketing and brand consultancy experience. This also includes leading some of the worlds biggest and most recognizable brands e.g. Bacardi, Walgreens, Boots, Carlton United Breweries, Eli Lilly, Vodafone, Coke, and Diageo.

Since founding Total Brand Value in 2018 Andy and Brian are now dedicated to sharing their knowledge and expertise to unleash the power of brand.

## Details

**13 – 16 April 2021**

Delivered virtually by Zoom

- Early bird (ends December 31 2020): A\$4,410+GST
- Full registration A\$4,900 + GST

To register and secure your place contact Kristy Horne:

**[khorne@swinburne.edu.au](mailto:khorne@swinburne.edu.au)**

## WHAT'S NEXT?

For more information about developing skills and to survive in a global business environment, please contact:

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