



EFFECTIVE BRANDING AND COMMUNICATIONS STRATEGIES

The success of companies offering professional services is based on developing relationships with various key stakeholders. Respect and exceptional customer service go a long way towards maintaining successful relationships. But the ability to clearly, concisely, precisely and effectively communicate with clients as well as to understand their ideas and effectively implement them, is paramount to business success.

This practical workshop explains the theory behind the components of communication, develops effective communications strategies for your business and includes a tailored action plan to assist you to maximise your existing potential.

The strategies for monitoring and measuring results will ensure that you are able to respond to your clients' evolving needs.

In a market place rife with competing brands all jostling for attention, this brand awareness workshop will enable you to stand out from the rest and appeal to your target market. Discussions focusing on branding strategies and creating brand awareness will enable you to promote your brand effectively and creatively, with minimum \$ spend.

BRAND AWARENESS

- < Development and enhancement of your brand
- < Brand as a reflection of your vision, culture and service
- < Practical tips for creating brand awareness
- < Public relations strategies for brand promotion

COMMUNICATIONS STRATEGIES

- < Components of effective communication
- < Identifying key messages
- < Implementing communications strategies and plans
- < Monitoring and measuring your success
- < Action plan for your business

CONDUCTED:	On your premises
ATTENDEES:	Up to 12 staff and managers
TIME:	6.5 hours
INVESTMENT:	\$5,000 +GST