

Branding Workshop

A presentation of International Import-Export Institute
& Arab American eUniversity
Organizer – Arab American eUniversity

Friday, May 23, 2008 to Monday, May 26, 2008



The right branding provides a vastly larger Return on Investment (ROI) as compared to poorly branded or non-branded goods and services.

This workshop will explain in detail the mechanics of how to brand a product or service and how to maximize the ROI of branding.

Participants will be exposed to all the tools needed to create their own profitable and successful brand.

Workshop Description

Each day will begin with a brief general overview of the day's activities and then delve into intensive workshop sessions that result in attendee learning the lessons. At the end of each day, there will be a review of lessons learned. "Homework" for the following days' sessions will be distributed at the end of each day.

Each intensive day of the workshop will include presentations and hands-on work with the participants. The participants will work together in groups to create a brand identity for a hypothetical company. Groups will have "group homework" to do and will complete the workshop by presenting the best of their group's work!

Benefit

Attendees will leave knowing how to make their brands more valuable to their consumers. Concepts will be shared to help save time and money developing and building a brand. The practical exercises will help you realize profits sooner, avoid losses and minimize wasted effort building the wrong brand image.

Who should attend?

Anyone from senior managers to marketing specialists who is responsible, directly or indirectly, for marketing a product or service to the public.

Why you should attend

You should attend in order to learn how to create a brand that has maximum value and market power. Those attending this workshop will not only learn about the process of branding but also about the process of creating of unique and distinctive marks that will help establish an identity in the global marketplace. Whether you simply want to refresh your corporate identity, push your marketing to the next level or want to redesign and implement a new identity, this event is a must. This workshop will also give you tips and tools for working with designers (in-house or outsourced to branding firms), launching your identity, and managing your brand once it has been implemented. A recognizable and distinctive brand identity not only increases visibility and builds good will but also increases your Return on Investment (ROI).



Instructors



George McGinnis



Bruce Turkel

George McGinnis has over forty years of experience in advertising, corporate communications, product branding, radio and television broadcasting, publication design, film art direction, animation, exhibition and architectural design. He is the founder and CEO of two major international design firms and has over thirty years of experience as an educator at the University level. He is currently the senior faculty member in Design at California State University, San Bernardino. He is widely traveled, has taught in China and Thailand and has lectured around the world.

Bruce Turkel is CEO and Executive Creative Director of TURKEL. TURKEL provides Total Brand Management — advertising, design, strategic focus and new media services — to brand-name companies looking to add significant value to their brand equity. Bruce has helped create some of the world's most compelling brands including HBO, Discovery Networks Latin America, the City of Miami, HBO MaxDigital and CineMax Prime. Other companies Bruce has worked with include American Express, Charles Schwab, Citicorp, Hasbro, LanChile Airline, Nike, Peabody Hotel Group, Sol Meliá Hotels, and Radisson Seven Seas Cruise Line.

A captivating speaker and author, Bruce has published several books including *Building Brand Value*, *Brain Darts*, and *New Design: Miami*. He has been a featured speaker at MIT, Harvard, The University of Miami, ProMax, NSA, FSA and *Travel + Leisure Magazine's* International Market Watch. Bruce has been featured in *The New York Times*, *Communication Arts*, *Advertising Age*, *AdWeek*, *USA Today* and *Graphic Design USA* and he has appeared on CNN, ABC & NPR.

Identity Branding Workshop

The Workshop consists of 2 parts: a Pre-Workshop, Workshop

Pre-Workshop

The week before the workshop, participants will receive assignments to prepare for the Workshop

Friday, May 23, 2008

Session I: Research and Analysis, Part 1 (understanding the business, using market research tools, customer insight)

Session II: Research and Analysis, Part 2 (competitive audit, internal audit)

Session III: Creating a Strategy, Part 1 (clarifying a brand strategy, narrowing the focus, identifying the "big idea")

Session IV: Creating a Strategy, Part 2 (creating a brand identity brief, naming)

Saturday, May 24, 2008

Session V: Designing a Brand Identity, Part 1 (designing symbols, logotype and signature design)

Session VI: Designing a Brand Identity, Part 2 (color, typography, trial applications & presentations)

Session VII: Building a Brand Identity, Part 1 (applications, trademark process, letterhead, business cards, brochures)

Session VIII: Building a Brand Identity, Part 2 (packaging, website, signage, interior & exterior design, vehicles, uniforms and ephemera)

Sunday, May 25, 2008

Session IX: Managing Assets, Part 1 (changing brand identity, launching brand identity)

Session X: Managing Assets, Part 2 (branding tools)

Session XI: Managing Assets, Part 3 (standards content, in house design)

Session XII: Managing Assets, Part 4 (building brand "champions", reproduction files)

Monday, May 26, 2008

Session XIII: Workshop (preparing for presentations)

Session XIV: Group Presentations, Part 1

Session XV: Group Presentations, Part 2

Session XVI: Evaluation and Critique

Session XVII: Where Next? and Certificate Presentations

Fees

US \$4,000 Per Person (covers all activities, plus lunches and coffee breaks during the 4 day workshop. Does not include hotel stay).

Special Offers

Loyalty bonus

If you have attended any of our previous events or courses, and/or you are a client of ours, you receive a 20% discount; you must register and pay fees by April 5, 2008.

Early Bird Registration

Register and pay for the Workshop before April 10, 2008 and save 15%

Register and pay for the Workshop before April 24th, 2008 and save 10%

Register and pay for the Workshop before May 9, 2008 and save 5%

Group Discount

10 % for 3 + participants from the same organization

Government agencies and NGOs receive an 18% discount, and must register and pay for the workshop before April 10, 2008.

Discounts may not be combined with any other discounts or offers.

Late Registration - For late registrations and payment after May 8, 2008, the fee will be \$4,500. Please register and pay early.

Space is very limited and available on a first come-first-served basis only. Please register early.

Credit or late payment arrangement

Requests must be made in writing no later than 30 days before Workshop day for Organizer's approval & emailed to info@identitybrandingforum.com or faxed to +962 6 552 1357

Cancellation Policy

For 100% refund (less \$200 processing fees)
request must be received no later than April 15, 2008

For 50 % refund (less \$200 processing fees)
request must be received no later than April 30, 2008

Unfortunately **no refund is available for requests received after April 30, 2008.**

Cancellation requests must be made in writing & emailed to info@identitybrandingforum.com or faxed to +962 6 552 1357

All refunds will be processed within 30 days after the event



Venue & Accommodations

At Five Star Hotel
in Amman, Jordan

Visas

For Jordan visa information please check
<http://www.moi.gov.jo>
or
for assistance, please contact
us at info@identitybrandingforum.com
or
fax +962 6 552 1357

Registration

To register for the Branding Workshop,
email
info@identitybrandingforum.com,
or fax
+962 6 552 1357,
or visit us at
www.identitybrandingforum.com

For more information

Email info@identitybrandingforum.com
Fax +962 6 552 1357
24 Hour Telephone + 962 779 847 327



Visit www.identitybrandingforum.com