CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

CORPORATE IDENTITY & BRAND MANAGEMENT

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education
Higher Institute of Law and Business (ISDE)

Professional Development Institute
Professional Development Institute

Universidad Camilo José Cela
Camilo José Cela University

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

CORPORATE IDENTITY & BRAND MANAGEMENT

About the programme:

Introduction : Why Choose this Training Course? How your brand is perceived within your own country, and internationally, whether it stands out from competitors, is more important than ever. This Corporate Identity & Brand Management training course helps participants plan, implement, launch and manage an effective brand that wins internal and external support. We look at what brands are, why organisations need one, what value they bring and how to build and manage a brand. Our five days together include lots of real-life examples to inspire participants to create their own brand. This

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. Explain the benefits of branding and how to use a brand to support their organisation's business purpose

b. Use the principles of branding to develop an effective brand for their organisation, or refine the existing brand

c. Develop support for the brand from a wide cross section of stakeholders including executives, employees, customers, influencers and the media

d. Create a range of print, online, multimedia and face2face collateral to explain what the brand stands for and how to use it

e. Use mechanisms to monitor the brand over time, including performance and perceptions, recommending effective ways of refreshing the brand when needed

Target audience:

a. This masterclass is designed for people who are responsible for branding and effectively explaining what their brand stands for.

b. Marketing directors

c. Business owners

d. PR managers, PR Executives & Marketing Executive

e. Branding, product, design & marketing managers

f. Graphic designers in the private sector, public sector and start-up

Daily programme:

• Day 1: The importance of branding

a. What a brand is and who owns it in the organisation

b. What leaders expect when they invest in branding and how brands add value

c. Linking the brand to mission, vision, values and purpose

d. Brand essentials: differentiation, relevance, trust and emotion

e. Case study: assessing how a public organisation linked its brand to its mission

f. Day output: brand value assessment for the participant organisation

• Day 2: Creating an effective brand

a. Key criteria for a branding strategy and the elements of brand identity

b. Developing brand values and value propositions

c. Using customer insights and buyer personas to build the brand

d. Connecting the brand to the past, present and future of the organisation

e. Workshop: creating buyer personas and a value proposition from customer insight

f. Day output: brand platform with values and personas

- **Day 3: Developing support for the brand**

a. Finding a brand champion in the leadership team and the qualities they need

b. Empowering employees as brand ambassadors

c. Working with public figures, fans and online advocates as ambassadors

d. Demonstrating brand value to shareholders and boards using ISO 10668 brand valuation

e. Workshop: designing an employee brand ambassador programme

f. Day output: stakeholder support plan for the brand

- **Day 4: Explaining the brand**

a. Developing branding guidelines and creating the brand manual

b. Running branding workshops for employees and creative agencies

c. Branding communications plan for internal and external audiences

d. Planning brand launch events and keeping delivery consistent across locations

e. Workshop: drafting the contents of a brand manual and a launch communications plan

f. Day output: brand guidelines outline and launch plan

- **Day 5: Protecting the brand over time**

a. Monitoring customer experiences and perceptions of the brand

b. Tracking the views of influencers, opinion formers and the media

c. Brand performance indicators and knowing when to refresh the brand

d. Protecting identity assets: consistent use, approvals and response to misuse

e. Workshop: participants create and present a brand for a selected organisation

f. Day output: brand monitoring dashboard and refresh criteria

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

- **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.
- **Case studies:** examples from international organisations that highlight real successes and challenges.
- **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.
- **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,
International Programmes Department
"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**CORPORATE IDENTITY & BRAND MANAGEMENT**	Course Title
Language	**English**	Course Language
Duration	**5 days**	Duration
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email info@cinpaa.org

WhatsApp +34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
Barcelona, Spain	07 - 11 Dec 2026
Barcelona, Spain	11 - 15 Jan 2027
London, United Kingdom	12 - 16 Apr 2027
Cairo, Egypt	12 - 16 Jul 2027
Madrid, Spain	11 - 15 Oct 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

سينبا التعاونية الدولية للتدريب والاستشارات | CINPAA – International Cooperative for Training & Consulting

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Scan to save our contact

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington