MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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BRANDING TRENDS FOR 2024

"Harness Emerging Trends to Refresh, Reposition, and Future-Proof Your Brand"

Schedule

Date	Venue	Fees (Face-to-Face)
14 – 15 Oct 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an era of constant disruption, rapidly shifting consumer behaviors, and hyper-connected digital platforms, brand relevance and differentiation are more critical than ever. As we move through 2024, successful brands are those that stay ahead of trends, embrace innovation, and engage authentically with their audiences.

This forward-focused 2-day course delivers a comprehensive exploration of global branding trends for 2024 and beyond. Participants will learn how to apply cutting-edge strategies to strengthen brand equity, communicate purpose, leverage digital platforms, and align brand identity with changing market dynamics.

Objectives

By the end of this course, participants will be able to:

- Identify and interpret the most impactful branding trends of 2024
- Audit and update brand positioning to reflect current audience expectations
- Incorporate purpose-driven branding, personalization, and AI tools into brand strategy
- Optimize digital and omnichannel brand touchpoints
- Apply insights to create future-ready brand strategies and campaigns

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Why Attend

- Stay current with global trends reshaping branding strategy and consumer engagement
- Discover how leading brands are building emotional relevance and trust
- Learn how to use technology, content, and social platforms to enhance brand experience
- Explore the evolving role of brand values, sustainability, and authenticity
- Gain practical tools to refresh your brand’s voice, image, and market position

Target Audience

This program is designed for:

- Marketing, brand, and communications professionals
- Creative directors, digital strategists, and campaign planners
- Entrepreneurs and product managers managing brand portfolios
- Customer experience (CX) and content marketing specialists
- Anyone responsible for brand identity, storytelling, or consumer engagement

Individual Benefits

Key competencies that will be developed include:

- Brand trend forecasting and adaptation
- Multi-channel branding and visual consistency
- Personalization, AI-driven branding, and micro-messaging
- Storytelling, cultural alignment, and emotional branding
- Brand audit and refresh techniques

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More relevant, differentiated, and purpose-driven brand narratives
- Improved alignment of brand identity with consumer and market trends
- Stronger engagement across digital and traditional channels
- Greater brand equity and market positioning
- Enhanced innovation and agility in brand strategy execution

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Analysis of key 2024 trends and brand innovation models
- Case Studies – Review of global and regional brand campaigns and pivots
- Workshops – Brand audit, message development, and visual refresh planning
- Peer Exchange – Group ideation and cross-industry brand challenges
- Tools – Brand trend playbooks, CX journey maps, and brand persona templates

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Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding Branding Trends & Strategic Implications

- Module 1: The State of Branding in 2024 (07:30 – 09:30) • Trends in consumer values, media habits, and brand engagement • The rise of ethical, inclusive, and value-driven branding
- Module 2: AI, Personalization, and Technology in Branding (09:45 – 11:15) • Use of AI tools in content, design, and campaign optimization • Hyper-personalization and brand messaging in the age of data
- Module 3: Workshop – Brand Health & Relevance Audit (11:30 – 01:00) • Evaluate your current brand against 2024 benchmarks
- Module 4: Peer Exchange – Regional Brand Innovation Trends (02:00 – 03:30) • Cross-industry sharing of brand successes and adaptations

Day 2: Building & Activating a Future-Ready Brand

- Module 1: Brand Storytelling and Cultural Alignment (07:30 – 09:30) • Narrative techniques that build emotional connection • Aligning brand purpose with social and cultural context
- Module 2: Omnichannel Brand Experience Design (09:45 – 11:15) • Consistency and engagement across physical and digital touchpoints • Visual identity evolution and tone of voice calibration
- Module 3: Workshop – Trend-Driven Brand Refresh Plan (11:30 – 01:00) • Design a 2024-ready brand campaign or repositioning plan
- Module 4: Final Exercise – Brand Strategy Pitch (02:00 – 03:30) • Present and critique brand evolution strategies in peer groups

Certification

Participants will receive a Certificate of Completion in Branding Trends for 2024, validating their ability to anticipate, interpret, and apply emerging branding strategies to elevate brand equity and customer connection in a dynamic market landscape.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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