

## CREATING WINNING BRANDS - BUILDING & RE-BRANDING YOUR BRAND

*"Master the Art of Building, Positioning, and Refreshing Brands for Market Success"*

### Schedule

Date	Venue	Fees (Face-to-Face)
04 - 06 Aug 2026	Manama, Bahrain	USD 2495 per delegate

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

### Introduction

In a competitive marketplace, brands must continually evolve to remain relevant and impactful. This 3-day course equips participants with the strategies and tools to build strong, authentic brands and successfully manage re-branding initiatives. Whether you're launching a new brand or revitalizing an existing one, this course provides practical guidance for positioning your brand to stand out and resonate deeply with your audience.

### Objectives

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

- Understand the key components of a successful brand and how they work together.
- Develop strategies for creating a distinctive brand identity and positioning.
- Plan and execute a re-branding initiative to align with market changes and organizational goals.
- Communicate the brand effectively across internal and external channels.
- Measure brand performance and make data-driven improvements.

## Why Attend

- Gain a deep understanding of brand strategy, identity, and positioning.
- Learn how to successfully manage re-branding processes and avoid common pitfalls.
- Discover tools and techniques to strengthen brand communication and engagement.
- Build confidence in handling real-world brand challenges with proven frameworks.
- Connect with peers and share insights on branding best practices.

## Target Audience

This program is designed for:

- Brand managers, marketing professionals, and communications specialists.
- Business leaders overseeing brand strategy and positioning.
- Entrepreneurs launching or refreshing their brand.
- Consultants working on branding and re-branding projects.

## Individual Benefits

Key competencies that will be developed include:

- Brand development and management skills.
- Strategic thinking around brand positioning and differentiation.
- Re-branding planning and execution expertise.
- Effective brand communication and storytelling abilities.
- Analytical skills to track and improve brand performance.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to design and implement strong, market-driven brand strategies.
- Skills to guide successful re-branding efforts aligned with business goals.
- Enhanced capacity to engage customers and stakeholders through compelling brand narratives.
- A framework for continuous brand evaluation and enhancement.
- Improved alignment between brand identity and organizational vision.

## Instructional Methodology

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

- Interactive Presentations – Explore branding principles and real-world applications.
- Case Studies – Learn from successful (and failed) branding and re-branding efforts.
- Hands-on Workshops – Apply branding tools and frameworks to your own projects.
- Group Discussions – Exchange ideas, insights, and best practices with peers.
- Practical Exercises – Work on brand audits, storytelling, and communication strategies.

## Course Outline

### Detailed 3-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: Foundations of Winning Brands

- Module 1: Understanding Brand Fundamentals (07:30 – 09:30)
  - What makes a great brand?
  - The building blocks of brand identity and equity.
  - Case study: Iconic brands and why they succeed.
- Module 2: Developing a Distinctive Brand Strategy (09:45 – 11:15)
  - Brand vision, mission, and values.
  - Crafting a unique brand positioning.
  - Group activity: Drafting a brand strategy framework.
- Module 3: Brand Communication and Storytelling (01:00 – 03:30)
  - Building emotional connections through storytelling.
  - Aligning messaging across multiple channels.
  - Workshop: Creating a brand narrative.

#### Day 2: Managing Re-Branding Initiatives

- Module 1: When and How to Re-Brand (07:30 – 09:30)
  - Identifying the need for re-branding.
  - Planning and executing a re-branding project.
  - Case study: Successful re-branding examples.
- Module 2: Engaging Stakeholders in the Re-Branding Process (09:45 – 11:15)
  - Internal alignment and change management.
  - Communicating change to customers and the public.
  - Group discussion: Managing resistance and gaining buy-in.
- Module 3: Visual Identity and Design Considerations (01:00 – 03:30)
  - Refreshing logos, colors, and visual assets.
  - Balancing consistency with innovation.
  - Workshop: Auditing your current visual identity.

#### Day 3: Measuring, Managing, and Sustaining Brand Success

- Module 1: Measuring Brand Performance (07:30 – 09:30)
  - Key brand metrics and KPIs.
  - Tools for tracking brand health.
  - Workshop: Setting up a brand performance dashboard.
- Module 2: Sustaining Brand Relevance (09:45 – 11:15)
  - Adapting to market trends and customer needs.
  - Keeping your brand fresh over time.
  - Case study: Brands that evolved successfully.
- Module 3: Action Planning for Your Brand (01:00 – 03:30)
  - Developing an action plan to strengthen your brand.
  - Group presentations and feedback.
  - Final reflections and wrap-up.

## Certification

Participants will receive a Certificate of Completion in Creating Winning Brands – Building & Re-Branding Your Brand, recognizing their achievement in mastering brand development and re-branding strategies.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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<b>In-House / Customized Training</b> Interested in running this course for your team? Please contact us:	TEL:  <b>+601116373203</b>	EMAIL:  <b>info@mawaevents.net</b>
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