MAWA EVENTS

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

Phone: +601116373203 | **Email:** info@mawaevents.net

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.

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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.

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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.

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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.
- **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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