

THE POWER OF BRANDING:

PERSONAL AND
CORPORATE BRANDING
TO BUILD AND
MAINTAIN REPUTATION

VIRTUAL 3-DAY
TRAINING PROGRAMME





INTRODUCTION

If you see someone drinking out of a white paper coffee cup with a green circle on it, do you know immediately where they ordered their beverage?

When you need to look something up online, do you say “I’m going to consult a search engine,” or do you say, “I’m going to Google it”? That is the power that strong branding can have.

Good brands are instantly identifiable, and great brands are so strong that they often become synonymous with the product or service they provide. A strong brand helps a business cut through the noise and establish itself in the marketplace while leaving a lasting impression with customers.

Personal brands are no different. Every professional wants to stand out from the crowd and get noticed, whether that be in a job search or as a thought leader in their industry. A strong personal brand can help a professional candidate make a lasting impression on those they meet, gain attention in the industry, and establish a professional as a trusted expert.

So how do you develop a brand, and use it to your advantage?



FULL COURSE OUTLINE

THE POWER OF BRANDING: PERSONAL AND CORPORATE BRANDING TO BUILD AND MAINTAIN REPUTATION

Dates: 16-18 March 2021

Cost: 400 USD per trainee

Brief overview:

This 3-day virtual training programme, delivered as three half-day workshops, introduces delegates to the powerful world of personal and corporate branding, a world which has changed dramatically as a result of COVID-19 and wider tech transformation.

The course will be of interest to individuals seeking to attract and secure career opportunities, as well as company executives responsible for maintaining corporate reputation to maximise sales and CX.

This workshop will arm attendees with the required knowledge of social selling, as well as practical case studies which they can relate to. They will be equipped with actionable strategies to succeed going forward.

FULL COURSE OUTLINE

Virtual 3-Day Schedule

Module One, Day 1 – 3 hours

- Introductions and goals: what will success look like
- Ice-breaker
- The changing business landscape
- Defining corporate and personal branding
- The power of social selling
- Attracting opportunities for career growth and company reputation

Module Two, Day 2 – 3 hours

- Alignment with goals
- Audience segmentation: getting into the DNA of stakeholders and understanding how they are influenced
- Research techniques and tools to find and build the right digital ecosystem
- Building your Model Profile on LinkedIn and other social platforms
- Securing maximum engagement
- Breakout exercise

FULL COURSE OUTLINE

Module Three, Day 3 – 3 hours

- Building an effective content plan
- Proactively seeking opportunities to build and maintain reputation
- Integrated sales, marketing and CX
- Building an effective thought leadership plan
- Further reading
- Review of the goals from the first session
- Final Q&A and close

KEY TAKEAWAYS FROM THE PROGRAMME

- Deep knowledge of personal and corporate branding, tailored to the attendees' specific goals, industry sectors and challenges
- Tools and a plan to begin implementing personal and corporate branding to attract attention, and ensure sales, marketing and CX success
- An invaluable workshop, packed with relevant, cutting edge case studies and statistics to broaden learning and take next steps
- An opportunity to futureproof your career, for individual and company success

TOOLS AND METHODOLOGY THAT WILL BE USED DURING THE PROGRAMME

The course will be delivered via Zoom as three 3-hour long modules over the span of three days. It will include a mix of tools and methodologies, including:

- Presentation via Powerpoint, with salient, cutting edge research
- Video case studies
- Hands-on working in groups via virtual breakout rooms
- Peer learning
- Workbook-based sessions
- Q&As
- Virtual chat

COURSE DIRECTOR

Katie King is a trainer as well as a published Author, an international Keynote Speaker and Consultant on branding, Artificial Intelligence (AI) and business transformation. She is the author of *Using Artificial Intelligence in Marketing: How to Harness AI and Maintain the Competitive Edge*, published by Kogan Page in February 2019.

Katie has over 30 years of consulting experience and has advised many of the world's leading brands and business leaders on their branding and corporate reputation. This includes Huawei, Virgin, Harrods, BT, Accenture and many more.

She is a member of the UK Government All-Party Parliamentary Group (APPG) task force for the enterprise adoption of AI.

Katie has delivered two TEDx talks and is a frequent commentator on BBC TV and radio. She is also a regular speaker on the international conference circuit, having delivered talks and workshops in Singapore, China and beyond.



LINKS & TESTIMONIALS

Katie is a highly sought-after trainer, and delivers courses for delegates worldwide from multiple different industry sectors.

Here are testimonials, in Arabic and English, following a 2-day training course on AI in business, delivered in Bahrain and Oman.

- <https://www.youtube.com/watch?v=-gKvG8WOrdA> (Arabic)
- https://www.youtube.com/watch?v=2pmO321P_7M&t=26s (English)

Here are links to videos of Katie presenting in Dubai and London:

- <https://www.aiinbusiness.co.uk/keynotes>
- https://www.youtube.com/watch?v=8BxCV6Nk_R4

SOCIAL MEDIA LINKS:

- <https://twitter.com/katieeking>
- <https://www.linkedin.com/in/katieeking/>
- <https://www.facebook.com/katieekingmba>
- <https://www.instagram.com/katiekingmba/>

FOR MORE INFORMATION AND TO REGISTER

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