



Executive Education

Brand Leadership Workshop

Give your brand the edge!

Your brand is a valuable asset, but how well does your organisation manage it and maximise its value?

In this brand leadership course, we aim to develop and deepen your understanding of brand leadership by giving you practical tools that will help you to ignite your brand to ensure that it is not just recognisable in the market place but that it also makes a significant contribution to your company's top and bottom lines.

This two-day interactive workshop is intended for brand and marketing decision-makers.

Benefits of attending this workshop:

- Situate brand leadership and its importance in the context of environmental changes;
- Appreciate the importance of brand insights and how it aids brand strategy development and implementation;
- Explain the process of performing a brand audit;
- Identify the drivers for success for effective brand leadership strategy implementation;
- Explain brand leadership models and theories that can help inform practitioner decision-making;
- Explain measurement of brand leadership activities and the need for monitoring and evaluation.

Presenter

Dr Nathalie Chinje is a Visiting Associate Professor at the China-Europe International Business School (CEIBS – Africa) and an Orchestrator, Facilitator and Coach for Duke Corporate Education. She was a Senior Lecturer: Marketing at Wits Business School where she taught on the Master programme in Strategic Marketing, the Post Graduate Diploma in Management and various Executive Education Programmes marketing. Dr Chinje has over 16 years of experience in training and consulting for public and private institutions such as AngloGold, Barclays, Metropolitan, MTN Group, SAB Miller and Telkom SA.



Date: 19 - 20 April 2017

Time: 08:30 - 17:00

Fee: N\$ 6 500.00 *(includes course materials, lunch and refreshments, certificate)*

Registration by: Wednesday, 05 April 2017

Enquiries

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