

The Bulldog Trust and Apt
Invite you to a Branding Strategy Workshop
Tuesday 16th February 2016, 9:00am-12pm
at Two Temple Place, London, WC2R 3BD

Overview

Apt are a marketing and branding company whose expertise lie in serving creative development, content creation, client services and strategy both for commercial clients and the not-for-profit sector.

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This half-day workshop, which is aimed at charities and social enterprises that have a limited knowledge about branding, will focus on how best to build and create a successful brand strategy. The workshop will include exercises that attendees can participate in and further learning about:

1. The Modern Definition of the word 'Brand'
2. Brand Attributes
3. The Research & Development of your Visual Identity
4. Brand Visibility, Brand Recognition & Brand Platforms
5. How to build Brand Equity

After the workshop, we will be providing a short tour of Two Temple Place's annual exhibition, Beyond Beauty: Transforming the Body in Ancient Egypt.

Timetable

How to build and create a successful brand strategy

9:00am: Registration
9.30am: Welcome. Alison Marston, Bulldog Trust.
9.35am: Workshop starts
10.35am: Break 10 minutes
10.45am: Workshop
11.45am: Q & A
12:00pm: Tour of Exhibition
12:20pm: Events ends

This event has 20 places only, offered on a strictly first-come-first served basis, so to ensure a place make sure to reserve at <http://trulyapt.com/events/2016/2/16/branding-for-charities> as soon as possible.