Modern Strategic Brand Management & PR Masterclass Course

4 – 8 October 2027
Amsterdam (Netherlands)



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Ref: 323049_222964 **Date:** 4 – 8 October 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Course Description

This intensive 1-week masterclass combines the latest strategies in brand management with advanced public relations techniques. Participants will learn to build and maintain strong brand equity, craft compelling brand stories, and navigate the complex landscape of modern PR. The course offers a blend of theoretical frameworks and practical applications, equipping professionals with the tools to elevate their brands and manage reputations effectively in today's dynamic business environment.

Learning Objectives

- Develop and implement comprehensive brand strategies aligned with business goals
- Master techniques for building and measuring brand equity
- Create integrated PR campaigns that enhance brand perception and engagement
- Learn crisis management and reputation protection strategies
- Understand the role of digital platforms in modern brand and PR management
- Acquire skills to analyze market trends and adapt brand strategies accordingly

Course Modules

Day 1: Foundations of Strategic Brand Management

- Understanding brand equity and its components
- Brand positioning and differentiation strategies
- Customer-based brand equity models
- Brand identity development and management

Day 2: Advanced Brand Building Techniques

- Creating and managing brand associations
- Brand architecture and portfolio management
- Brand extension strategies and best practices
- Measuring and tracking brand performance



Day 3: Integrated Brand Communications

- Aligning PR with brand strategy
- Storytelling and content creation for brand reinforcement
- Influencer partnerships and brand advocacy
- Omnichannel brand experience management

Day 4: Digital Brand Management and PR

- Social media strategies for brand building
- Online reputation management techniques
- Data-driven brand and PR decision making
- SEO and SEM for brand visibility

Day 5: Brand Crisis Management and Future Trends

- Crisis communication planning and execution
- Rebuilding brand trust post-crisis
- Emerging technologies in brand and PR management
- Sustainable branding and corporate social responsibility

Practical Wins for Participants

- Develop a comprehensive brand strategy aligned with business objectives
- Create an integrated PR campaign that enhances brand equity
- Design a crisis communication plan tailored to your organization
- Construct a digital brand management roadmap for your company

