

Workshop: Branding for Growth

Over two half days, delegates will learn how to create a competitive edge and communicate the vision and mission of their business; to customers, to employees, and to investors.

Far more than a logo or graphic identity, a brand can be developed and implemented to represent the enterprise itself: its culture, its strategies, the focus of its future and become a key driver of its success.

The EIC Academy offers multiple workshops for small companies funded by the EIC pilot - [see the calendar](#).

Comments from previous workshops...

"very inspiring and fruitful"

"very hands-on, very practical"

"I came away from the workshop with too many actions"

"even though we all had very different product offerings, there were mutual interests and challenges within the branding field, and we all benefitted greatly"

10-11 October, Brussels

Register

What will you learn?

The principles of branding, marketing, and communications are detailed with case studies and group work. This learning is applied to delegates' own needs and ambitions, and they then start to create that competitive edge through clear and creative branding for their companies. The branding framework used, the Brand Octagon™, integrates these elements:

- Vision (where you want to be in 3-5 years, your quest)
- Mission (what the organisation needs to do to make the Vision real)
- Core Values (your ethos)
- Total Offering (elevator speech)
- Audiences (and the insights that bind them to you)
- Promises (guarantees you make and why your audiences should trust you)
- Personality (your archetype)
- Name (often more of a problem than you'd imagine)
- Positioning (your reason for being, why anyone should care)

In addition, the EIC Academy has developed additional elements for this workshop to reflect the particular commercialisation situation of EIC pilot beneficiaries and will be using EIC pilot coaches, with their in-depth knowledge, to help deliver it.

Delegates will gain a good understanding of branding, and its applications to a wide range of communications activities, including sales material, speeches, online promotion, and investor pitches. They will be able to achieve differentiation and relevance in the marketplace and understand how to target audiences with compelling messages across a wide variety of media. Knowledge gained from professional branding methods will increase revenues and market positioning.

MORE INFORMATION

ec.europa.eu/easme/sme
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Who should attend?

The workshop is aimed at companies funded by the European Innovation Council (EIC) pilot, ideally those who have not yet focused on branding, although their products and services are ready for the market. Those with good market-readiness may also attend. Attendees should include senior level management who have responsibility for marketing, product development, sales and/or business strategy.

Bring your coach!

We highly recommend inviting your coach, to maximise the impact on your business. When business and organisational development are part of the coaching plan, your coach may attend to work with you through these topics. We will issue a separate coaching contract for that.

Agenda

Day one 13:00 to 17:30

The first day focuses on the theory and values of branding, marketing and communication for SMEs. Case studies will be presented and discussed. The building blocks of branding, including competitive analysis and best practice for internal communications, will be followed by an overview of the latest branding and marketing techniques and approaches. You will be able to introduce your branding situation and propose specific challenges to be discussed on day two.

Day one 19:30 to 22:00

Informal networking dinner for all delegates, the workshop presenters, coaches and local EIC pilot supporters.

Day two 08:00– 12:30

After completing three exercises on different aspects of branding, you will work as groups, discussing and applying the results of your learning to your branding, marketing and communications challenges, facilitated by branding experts. You will report on your approach, solutions, and on the lessons learned. Conclusions will be drawn on typical longer-term needs, on the role of branding in the enterprise, and on opportunities for competitive differentiation and customer communication.

After the event

Delegates will receive a full copy of all the presentation materials.

About the trainer

Sue Mizera of TorchFish will lead the module, with James Risch. Sue is a 30-year veteran — 5 years in New York, 25 in Geneva — Managing Director of Young & Rubicam, a global communications agency. Sue's clients have included Microsoft Business Dynamics, Areva T&D, Caterpillar, the World Economic Forum, Siminn (Iceland Telecom), DuPont (multiple divisions), Dentsply Sirona, CareFusion/Becton Dickinson, Medtronic and Stryker. Besides current projects with large multinationals, many of her new branding projects with her partner and TorchFish co-founder, James Risch, focus on start-ups and SMEs, for whom they have tailored a branding and messaging process in line with their size and needs. They have worked with 50+ SMEs in the last three years across Europe.

MORE INFORMATION

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Logistics

The workshop will be delivered to an audience of 10-15 companies (with coaches ≈ 20 attendees), over a two-day midday-to-midday period.

Date: 10–11 October 2018

***Location:** EASME, Place Charles Rogier 16, 1210 Saint-Josse-ten-Noode, Brussels, Belgium
(nearest metro station – Rogier)

Hotels: Near the location, there are many hotels nearby, at all price levels

* This address may change. In that case you will be promptly notified.

Registration

Attendance is restricted to small companies funded by the EIC pilot. EASME reserves the right to restrict participation. There is no cost for attendance, but places will be limited to one per SME, and we expect that only senior employees of the company will be proposed as attendees. To register, please use the [SME dashboard](#), where you will find an application form. Should this session be fully booked, we will inform you about future repetitions.

Additional information

Please contact the EIC Academy (contact@phase3-services.eu) if you have any queries on this workshop, or on other events presented by the EIC Business Acceleration Services.

Workshop: Branding for Growth, by the EIC Academy,
Sue Mizera, co-founder TorchFish.

Register

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