



Your Trusted Learning Partner

CREATING BRAND VALUE

Build strong, differentiated brands that resonate with consumers and give your company a competitive edge

Ku Chawe Inn
Zomba - Malawi

13- 15 August 2025
08:00AM-16:00PM

Registration Fees:
MK1, 200, 000.00
VAT Exclusive



Email: admin@palgnet.com
Tel: +265 886 797 782 | 212 278 897 | 998 429 138
Cell: +265 982 264 598
Web: www.palgnet.com

Overview

Explore branding as a collective meaning-making process - a collaboration between firms, consumers, and other cultural creators. Supercharge your ability to craft, communicate, and manage brands that create value for consumers and your business.

A strong consumer brand is vital to sustaining a competitive advantage. But with an increasingly diverse, skeptical, and empowered consumer base, achieving a brand's full potential has never been more difficult.

Creating Brand Value helps you build the cultural and relationship prowess that business-to-consumer (B2C) brand managers need. Expand your understanding of today's branding challenges and discover best practices for designing, curating, and managing successful brands.

Key Program Features

Multi-faceted learning and the case method

We approach learning from every angle—a robust blend of classroom presentations, case studies, individual and group exercises, small group discussions, and large classroom debates. Among these formats is our renowned case method, where you'll learn to think on your feet, sharpen your analytical skills, and make critical decisions in real time. The case method puts you in the role of chief decision-maker, navigating challenges facing leading companies around the world. Arrive with an open mind - leave with a global perspective, unparalleled leadership skills, and a network of dedicated peers around the world.

Learning groups

Immerse yourself in an environment that creates space for deep, constructive engagement with a diverse set of peers from leading organizations. You'll forge powerful connections and gain valuable perspectives in our intimate learning groups. These smaller groups within your program cohort will transform into a personal board of advisors during the program and beyond.

Personal branding workshop

Leveraging program insights to create your own personal brand, you will learn to be more strategic and intentional about defining and communicating your personal value proposition and managing your reputation.

Key Topics

- Understand how brands create value for consumers and businesses
- Improve or establish brand positioning that resonates with today's consumers
- Identify forces influencing brand relevance
- Assess opportunities and challenges associated with brand extensions that span geographies, product categories, and demographics
- Measure and maintain consumer-based brand equity
- Leverage a brand as a significant corporate asset
- Utilize insights to build your own personal brand

Who Should Attend?

- Mid to senior-level marketing executives charged with creating, nurturing, and managing brand value
- Entrepreneurs who want to create or grow their brands in the consumer/retail space
- Consumer and retail sector general managers engaged in growth strategy
- CEOs, CMOs, and other senior leaders who want to invest in the asset value of their brands

Individuals and teams are welcome to attend. Sending two or more representatives from your organization fosters teamwork and amplifies program impact.

Who Will Benefit

- Marketing Professionals - Transform your brand into your company's competitive edge and learn how to nurture and maximize its value over time.
- Managers and Consultants in Retail and Consumer Goods - Create, nurture, and manage your organization or client's brand strategy and value
- Entrepreneurs - Develop strategic frameworks and tools to launch or grow your brand in the consumer and retail industry.



Certificates

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

Registration Fees:

MK1, 200, 000.00

VAT Exclusive

CONTACTS



Pan African Learning and Growth Network (PALGNET)

P.O. Box 30247 | City Center
Plot No. 102, Area 14
Lilongwe - Malawi, Africa

Tel: + 265 212 278 897 | +265 886 797 782 | +265 998 429 138

Mobile: +265 999 295 659

Email: training@palgnet.com

Web: www.palgnet.com

PALGNET Professional Communities and Business Units:



Institute of Executive Assistants - Africa: www.iea.palgnet.com



Women of Substance Awards: www.wosa.palgnet.com



Learning and Growth Resources: www.lgr.palgnet.com



Business Growth Community: www.bgc.palgnet.com



Training, Learning & Development Community: www.tld.palgnet.com



Institute of Security Professionals in Africa (ISPA) www.ispa.palgnet.com