

Product Specification: BTO

Brand Touchpoints

Overview

A touchpoint is an interaction between brand and audience that tests the brand's integrity.

Brands are only as strong as their weakest link. This course examines how each interaction between brand and audience is a test of the brand's strength. Learn through exercises and examples, how to communicate the brand idea at every touchpoint. Consider how each touchpoint is a realization of the brand. The course includes: culture, values, senses, environment and social events.

Who Should Attend?

This introductory course is designed for people interested in the quality control of the brand experience and its consistent behaviour at each interaction with its audience. The attendees will ideally have the responsibility to manage and influence brand strategy.



Learning Outcomes

This course will cover the following:

- How values drive the behaviour of the brand.
- How employees are fundamental to the brand experience.
- How engaging all the senses: sight, sound, touch, taste and smell deliver powerful brand experiences and points of difference.
- How the environment, ambience and physical manifestation of the brand contribute to the brand experience.
- How social engagement through events, traditions and anniversaries are vital to the brand and create emotional ties.
- How to create a touchpoint map.

Symposium Training Contact Details

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Sample Programme

09:30 – 10:00 Coffee and Registration

10:00 – 11:00
Session 1: Values and Behaviour:
How values drive behaviour and deliver the brand experience.

11:00 – 11:15 Morning Refreshment

11:15 – 12:30
Session 2: Sensations:
Sight, Sound, Smell, Taste, Touch: How sensory branding engages the senses and delivers the most emotive touchpoints.

12:30 – 13:15 Lunch and Discussion

13:15 – 14:30
Session 3: Social Events (Anniversaries, Traditions), Physical and Ambient Environment:
How social events, the built environment and ambience contribute to a compelling world of experiences radiating from the brand.

14:30 – 14:45 Afternoon Refreshment

14:45 – 15:45
Session 4: Touchpoint Mapping:
How to map touchpoint journeys for analysis and review.

15:45 – 16:00 Conclusions and Actions
