



Title

YOU the Brand 3
(Awake your brand)

Duration

2 Days

Objectives

In this seminar you exercise how to awake and merchandise your brand, your personality consequently to the outside.

Content

- Development and determination of your USPs (Unique Selling Proposition)
- Development of marketing strategies
- Development of your appearance:
 - How do you communicate authentic?
 - How do you present yourself?
 - Which attitude corresponds to yourself and your aims?

Target Group

All persons - private, self-employed, employed or manager that want their brand, personality consequently being awoken and merchandised to the outside.

Comments

Part 1 and 2 are recommended as basis for this seminar.