AdamPiggot

What makes you special?

What are your aims?

Who are you here to help?

Why choose you?

Why do you do what you do?

Find Your Brand Voice

A two-workshop brand definition programme
for effective communication across all channels

Brand-led Strategy & Design
For the Common Good

adampiggot.com

AdamPiggot

Key Facts

Focussing on brand themes and brand values, this programme is designed to help you define your core messages and communicate with confidence online, in print and face-to-face.

Approach, Format & Resources
- 2 workshops, 1 week apart.
- Each workshop lasts 3 hours, including a 15 minute break.
- Up to 6 participants.
- At your premises or another venue of your choice.
- Question-led active learning.
- Worksheets are provided.
- No special set-up is required.

Outcomes
- A definitive set of Brand Themes
- A definitive set of Brand Values.
- A clear understanding of how, where and when to use these assets.

Cost
£500 / Free*

* Every month, one slot is made available, free of charge, for social enterprises, charities and community groups.
- If travel outside Glasgow is required, time and expenses are charged in addition.

Get in Touch
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Programme Content

Pre-course Exercise (15 minutes)
- Introducing Brand Themes
  A simple exercise to engage stakeholders across your organisation.

Workshop 1 (3 hours)
- Why? What? How? Who?
  A specially designed set of questions to help you reflect on your key messages and the ways you communicate.
- What are Brand Themes?
  What they are and how to use them.
- Defining Your Brand Themes
  Agreeing a definitive set of Brand Themes for your organisation.

Assignment (30 minutes)
- Working with Your Brand Themes
  Using the week between the workshops to apply your new Brand Themes in practice.

Workshop 2 (3 hours)
- Working with Your Brand Themes
  Reviewing the outcomes of your assignment.
- What are Brand Values?
  What they are and how to use them.
- Defining Your Brand Values
  Agreeing a definitive set of Brand Values for your organisation.
- Working with Your Brand Values
  Applying your Brand Values in practice.
- Brand Application Checklists
  Reviewing the outcomes of the workshops and creating a reference for ongoing use.

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