



*Training Course:
Advanced Strategic Branding & Creative
Leadership*

*12 - 16 July 2026
Dubai (UAE)*

Training Course: Advanced Strategic Branding & Creative Leadership

Training Course code: SC236438 From: 12 - 16 July 2026 Venue: Dubai (UAE) - Training Course Fees: 5390 € Euro

Introduction

Global Horizon Training Center presents this advanced training program as a strategic evolution of the Creative Brand Design course. While the original program focuses on developing brand identity from concept to execution, this advanced version elevates participants to a leadership level where branding becomes a strategic, organizational, and value-driven function.

This program is designed to bridge the gap between creative execution and strategic brand management, enabling professionals to lead branding initiatives across complex organizations, government entities, and large-scale institutions.

Participants will gain the ability to design, manage, govern, and transform brands in alignment with business objectives, digital transformation, and stakeholder expectations.

Objectives

By the end of this program, participants will be able to:

- Develop advanced brand strategies aligned with organizational goals
- Lead creative teams and drive innovation in branding
- Design integrated and scalable visual identity systems
- Implement brand governance and ensure consistency across departments
- Measure brand performance and evaluate brand equity
- Apply branding within digital ecosystems and customer experience journeys
- Manage complex branding projects including rebranding and transformation

Target Audience

- **Senior Branding Specialists**
 - Brand Managers & Marketing Managers
 - Corporate Communication Professionals
 - Creative Directors & Senior Designers
 - Government & Institutional Branding Teams

Course Methodology

This program adopts a highly interactive and applied approach, including:

- Strategic workshops
- Case studies government & corporate sectors
- Group discussions
- Practical exercises and simulations
- Real-world brand development projects

Organizational Impact

Organizations will benefit from:

- Stronger and more consistent brand identity
- Improved brand positioning and competitiveness
- Enhanced internal alignment and brand governance
- Higher quality creative output aligned with strategy
- Measurable brand performance and ROI

Outline

Day 1: Advanced Brand Strategy & Market Positioning

- Evolution from Brand Design to Strategic Branding
- Advanced Brand Positioning Models
- Competitive Landscape Analysis & Differentiation
- Aligning Brand Strategy with Organizational Objectives
- Advanced Customer Persona & Behavioral Segmentation
- Building a Powerful Brand Value Proposition

Day 2: Creative Leadership & Innovation in Branding

- Role of Creative Leadership in Organizations
- Leading and Managing Creative Teams
- Innovation Frameworks in Branding
- Design Thinking for Brand Development
- Developing High-Impact Creative Concepts
- Translating Strategy into Creative Direction

Day 3: Advanced Visual Identity Systems & Applications

- From Logo Design to Identity Ecosystems
- Designing Scalable Visual Identity Systems
- Advanced Typography & Color Strategy
- Branding Across Digital & Physical Platforms
- Ensuring Brand Consistency Across Channels
- Identity Design for Large-Scale Organizations

Day 4: Brand Governance & Corporate Identity Management

- Brand Governance Models & Frameworks
- Managing Brand Across Departments
- Developing and Enforcing Brand Guidelines
- Conducting Brand Audits
- Internal Branding & Stakeholder Alignment
- Managing Complex Brand Structures

Day 5: Digital Branding, Performance & Transformation

- Digital Branding & Customer Experience CX
- Omnichannel Brand Strategy
- Branding in the Era of AI & Digital Transformation
- Measuring Brand Performance KPIs & Analytics
- Brand Equity & Value Assessment
- Final Project: Developing a Comprehensive Branding Strategy

Registration form on the Training Course: Advanced Strategic Branding & Creative Leadership

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Company Information

Company Name:
 Address:
 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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