



*Training Course:  
Advanced Strategic Branding & Creative  
Leadership*

*9 - 13 August 2026  
Dubai (UAE)*

## Training Course: Advanced Strategic Branding & Creative Leadership

Training Course code: SC236438 From: 9 - 13 August 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

### 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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 □ Euro

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
- Please invoice my company

### Easy Ways To Register

Telephone:  
 +201095004484 to  
 provisionally reserve your  
 place.

Fax your completed  
 registration  
 form to: +20233379764

E-mail to us :  
 info@gh4t.com  
 or training@gh4t.com

Complete & return the  
 booking form with cheque  
 to: Global Horizon  
 3 Oudai street, Aldouki,  
 Giza, Giza Governorate,  
 Egypt.