



Representative Marketing, Communication and Branding **Syllabus**

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OVERVIEW

This workshop equips participants with knowledge of the power of branding and representative messaging to attract diverse audiences.

FORMAT Face-to-Face or Online

LEVEL Intermediate

LENGTH 2 hr, half-day, full-day

PARTICIPANTS 8 min, 20 max

INVESTMENT From \$2000

DESCRIPTION

Inclusive and representative marketing has the power to transform and maintain a brand's reputation. Brands must understand diverse marketing strategies and avoid harmful attempts like tokenism. Participants develop the skills to engage and communicate effectively to diverse audiences to enhance visibility and branding.

OUTCOMES

Diversity marketing is essential in today's marketing world and will improve your brand's reputation, extend your reach, audience, and help to create change.



**Improve
Brand
Reputation**



**Help
Create
Change**



**Extend
Reach and
Audience**

OBJECTIVES

- The positive impact of representative messaging.
- Branding and pitching to diverse audiences.
- Building brand awareness and connection.
- Exploring hidden markets.



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