



***It's all about Personality***

# How to create a Personality for your Brand.

HRDA Training Course

**Wednesday, 8 April 2020**

**09:00 - 17:00**

**UCLan Cyprus, Room CY007**

This program is designed to educate and train participants in understanding what is Brand Personality and how it can be used to deliver substantial benefits to businesses. Through a variety of practical activities and examples, participants will be able to develop and exercise Brand Personality in their organisations.

## **Target Audience**

Entrepreneurs, directors in SMEs or large firms, managers at all levels, as well as professionals or non-professionals in the areas of marketing/sales.

## **Program Objectives**

By the end of the program, participants will be able

- To recognize and understand the basic principles of Brand Personality
- To develop, employ and exercise Brand Personality in organizations
- To select the appropriate communication tools, methods and techniques in promoting Brand Personality
- To appreciate the importance of identifying the appropriate personality traits
- To evaluate and restructure Brand Personality according to the target market

The candidates who will complete the program successfully will be awarded with a **“Certificate of Training”** stating that the Cyprus Human Resource Development Authority approves the program.

Due to the limited number of seats, registrations will be accepted until the 3rd of April.

**Initial Fees** €150 inc.VAT

**HRDA** subsidised €82

Fee to be paid after HRDA subsidization €68

**For registrations & information**

Dr Anthi Avloniti at **24 69 40 29** or email at **aavloniti@uclan.ac.uk**



## Course Timetable

<b>Section 1</b>	<i>Introduction to Brand Personality</i> Ice-breaker Program Learning Plan Commitment Contract What is Brand Personality?	<b>1hr</b>
<b>Section 2</b>	<i>Creating Brand Personality</i> Composing the image and identity of a company The characteristics of a successful Brand Personality How to avoid common mistakes	<b>2hrs</b>
<b>Section 3</b>	<i>Communicating Brand Personality</i> The encoding and decoding process of the message The importance of the role model Tools of communication Effective use of tools	<b>2,5hrs</b>
<b>Section 4</b>	<i>Evaluating and Applying Brand Personality</i> Methods of research and evaluation Effectiveness and optimization of tools Organising the Brand Personality Plan Feedback (Q&A) Conclusion Evaluation of the program	<b>1,5hr</b>

### Notes

\*This is a 1-day training course

\*\*Scheduled lunch and coffee breaks between sections.

### Trainer

#### Dr Anthi Avloniti

(PhD, MA)

Dr Anthi Avloniti is a Lecturer in Business and Management and the Course Leader of BA (Hons) Business Administration at UCLan Cyprus. She has a PhD in Management from the University of Kent, an MA in Business Management from Kingston University and a BA (Hons) in Business Administration from the Athens University of Economics and Business. Dr Avloniti's research has been published in renowned research journals and has been presented in a variety of international conferences. She has delivered numerous Marketing and Communication courses both at the undergraduate and postgraduate levels.