

**ONE-DAY
WORKSHOP**

BRAND FOUNDATIONS PACKAGE

**To provide tech SMEs with a clear,
strategic brand foundation,
helping them define their
positioning, differentiation, and
messaging framework.**



Ultimate Clarity

ULTIMATE CLARITY **FACILITATOR**



EDWARD BEATTIE Marketing Consultant

A Chartered Marketer, Ed has worked in marketing for more than 30 years. He's guided a variety of companies from a multitude of sectors including software development, cyber security, IT support, and telecoms. Straight talking and highly supportive, Ed delivers impressive results. Having worked 'in-house' he understands the unique pressures and challenges businesses face.

Brand Foundations One-Day Workshop

ULTIMATE CLARITY

WORKSHOP FOCUS

This session will focus on brand strategy and positioning, ensuring all interactive and high-value discussions take place in person, while supporting materials are handled via pre- and post-workshop worksheets to maximise efficiency.



AGENDA

PART 1

WELCOME & OBJECTIVES

Introduce the workshop structure, expected outcomes and set expectations. Pre-workshop worksheets include business overview (mission, vision, values) and key branding challenges currently faced.

PART 2

MARKET POSITIONING & COMPETITORS

SWOT Analysis, Competitor Mapping and Industry Trends. Pre-Workshop Worksheets include competitor research (top 3) and industry trend insights (gathering perspectives before the session).

PART 3

DEFINING THE TARGET AUDIENCE

Ideal Customer Profiles, Customer Pain Points & Buying Triggers and Customer Journey Mapping. Pre-Workshop Worksheets include audience demographics and existing customer insights.

PART 4

DIFFERENTIATION & VALUE PROPOSITION

Identifying true differentiators beyond product features and defining why should customers choose them? Post-Workshop Worksheet to test messaging clarity internally before external rollout.

PART 5

BRAND PERSONALITY

Brand Personality & Tone of Voice including defining the brand's personality (e.g., authoritative, innovative, approachable) and how the brand should communicate across different channels.

PART 6

WRAP-UP & NEXT STEPS

Summary of key insights and action points, identification of what happens next including deliverables post-workshop and a Q&A and discussion.

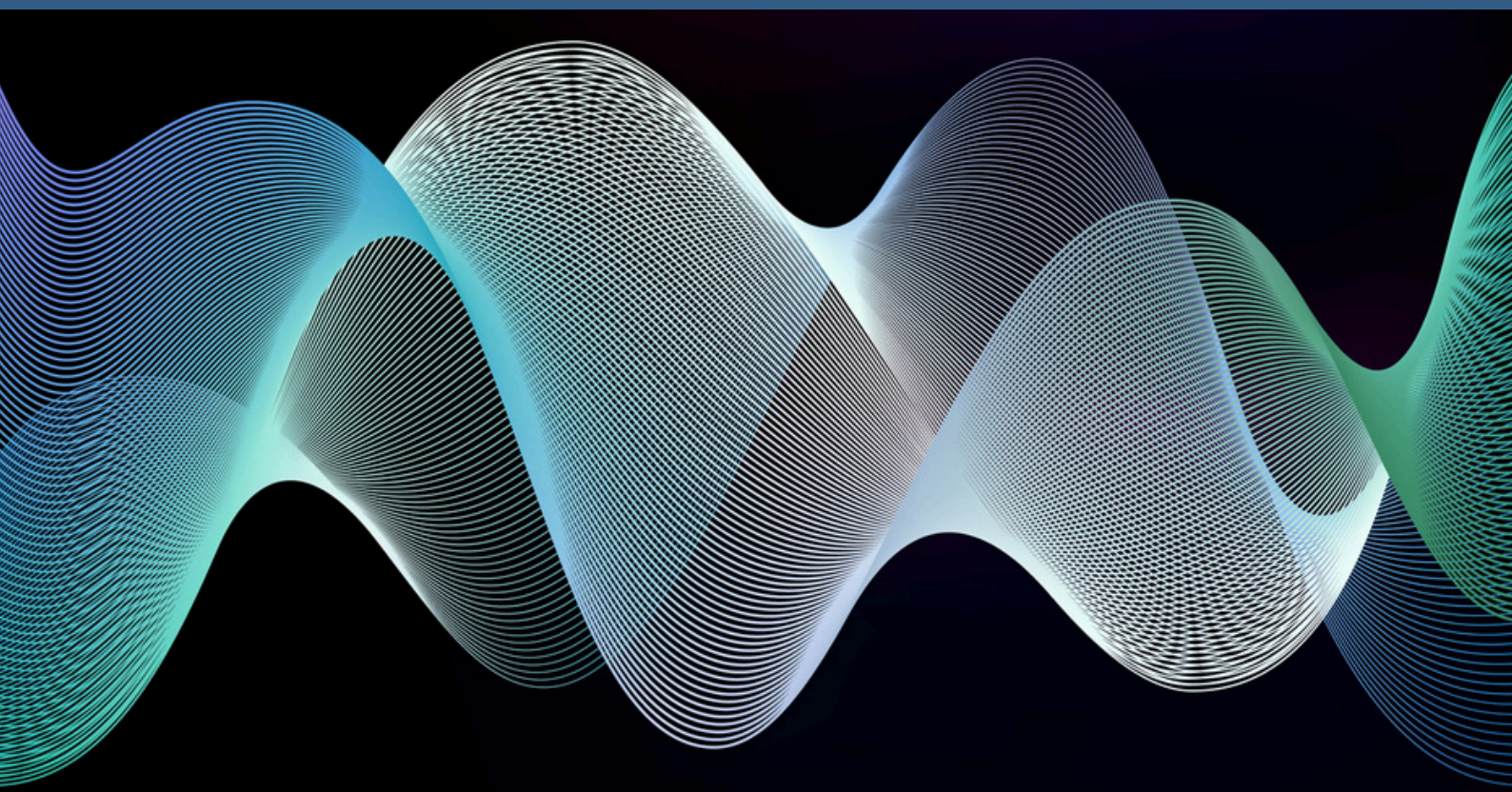


DELIVERABLES POST WORKSHOP

After the session, clients will receive a Brand Strategy Document that includes Market Positioning Insights (SWOT, Competitor Mapping, Industry Trends), Ideal Customer Profiles & Pain Points, Value Proposition Statement, Brand Personality and Tone of Voice Guide.

WHY THIS STRUCTURE WORKS

Maximises face-to-face time for strategic discussions and decision-making and uses worksheets to gather information beforehand and reinforce insights afterward. It focuses on clarity, value offered, and brand messaging fundamentals.



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**Thank you for all
your help with
delivering a new
brand strategy and
identity that works
so well for the
company**

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**Ben Marshall
iTG Technologies**

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