

# Agenda

## Internal branding Turning employees into brand ambassadors

### Day 1

Time	Topics
09:00 – 10:30	<b>Introduction: Live and love your brand and your customers will love you</b> <ul style="list-style-type: none"><li>▪ Welcome, warm-up and creative round of introductions of the participants</li><li>▪ Impulse exercise</li><li>▪ Impulse lecture: Why do you need internal branding? How do I turn employees into brand ambassadors?</li></ul>
10:30 – 12:00	<b>Internal branding: Good to know</b> <ul style="list-style-type: none"><li>▪ The most popular models and their advantages and disadvantages</li><li>▪ The journey is the destination: key stages on the path to successful internal branding</li></ul>
12:00 – 13:00	<b>Lunch break</b>
13:00 – 15:00	<b>The Employee is key</b> <ul style="list-style-type: none"><li>▪ Forcing employee commitment - the role of managers and handshakers</li><li>▪ Paving the way: Internal prioritization of target groups as a starting point</li></ul>
15:00 – 17:00	<b>Implementation as the key to success: The action plan</b> <ul style="list-style-type: none"><li>▪ From digital storytelling to brand days and brand theater - Which measures suit your company?</li><li>▪ Select the implementation measures suitable for your company</li></ul>



I Live online seminar internal branding I

## Day 2

Time	Topics
09:00 – 10:00	<b>Impulse lecture - Tips and tricks from 20 years of internal branding</b> <ul style="list-style-type: none"><li>▪ Do's and don'ts in terms of brand management</li><li>▪ Classic mistakes of internal branding and what can be learned from them</li></ul>
10:00 – 11:00	<b>Employees are brand ambassadors: Anchoring the brand in the way they think, feel and act</b> <ul style="list-style-type: none"><li>▪ Bringing the brand into areas and departments</li><li>▪ Empower employees to implement the brand in their daily lives</li></ul>
11:00 – 12:00	<b>Keeping the brand "on the boil"</b> <ul style="list-style-type: none"><li>▪ The fire is lit! How do I keep the fire burning in the long run?</li><li>▪ What get's measured get's done</li></ul>
12:00 – 13:00	<b>Make things work: Internal branding in your company</b> <ul style="list-style-type: none"><li>▪ Your personal action plan</li><li>▪ Lessons learned and key messages</li></ul>