

# What's Your Brand?

## – a course for Tourism Operators



This thought provoking half-day workshop explores what makes an effective business brand and provides an opportunity to step back and see your brand as others do.

### The course programme covers:

- What is meant by branding and the benefits for businesses
- How brands can be used to create a point of difference
- How brands affect buying decisions
- Ways to communicate your brand
- How to see your business as others may do

*Delegates will find it useful to bring a selection of their current marketing materials with them to the workshop.*

### Course leader



This course is delivered by Ros Walker.

Ros runs Clout Marketing and Media, an independent consultancy providing marketing and public relations services for businesses in the tourism, leisure, retail and hospitality sectors.

Before setting up Clout, Ros wrote articles and guidebooks about places to visit in Yorkshire and the North East.

She now helps tourism businesses with their marketing and public relations.

Ros is a Chartered Marketer, a Member of the Chartered Institute of Marketing and an Associate Lecturer with Bradford University School of Management's SME Knowledge Network. She also presents workshops for various enterprise agencies.