

Improving internal and external communications

Course: **Words to power your brand**

Level: **Fact finding**

Duration: **1 day workshop**

Course leader:



Pretext

A powerful brand is essential currency for a vibrant business. But how do the values of your brand translate into a relevant and engaging tone of voice? And how does that tone of voice remain consistent across all communications. Cracking these questions could unlock the door to increased sales and brand success.

Who should attend

Anyone involved in writing any advertising material, customer facing communications, press releases and internal documents.

The purpose of this course

How to establish, develop and deliver a consistent and relevant tone of voice across all communications:

- dispel myths and preconceptions to identify what a brand actually is.
- explore brand pyramids – values/essence/proposition etc – see how they can generate engaging tone of voice.
- using case studies, examine how successful brands consistently deliver a relevant proposition.
- how previously unfashionable brands have redefined themselves.
- the mechanics of brand consistency. How to provide guidance and ensure compliance across all communications. TV, online, print, POS etc.



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Benefits for your organisation

We all have our favourite brand. And whether it be Virgin Atlantic, Pret a Manger or Molton Brown it hasn't got into our head by accident. It's there because it represents an engaging and consistent experience that clicks with our personality. But you only get that click when there's a consistent tone of voice from every touch point within the brand. This course will allow your business to build recognition and only then will you get into people's heads.

Benefits for individuals

This course will encourage participants to think before crafting any piece of communication – consumer facing or internally.

Do the words match your brand values, does the tone, does the medium itself? They'll learn the benefits of brand consistency, the downside of anarchy and useful techniques to ensure they're singing in the right key and in unison with other members of your team.

Topics covered:

- **Brands, brand values and propositions.**
- **What is a tone of voice? How do we get one?**
- **How to ensure tone of voice is consistent – brand guidelines and bible.**
- **Best practice amongst competitors.**
- **Practical exercises – writing on brand.**

Other courses available

This course will provide basic instructional guidance on ways to improve communication. Other courses which compliment this course are:

- **The secrets of writing good copy** – an intensive workshop on improving your writing skills for internal and external communications
- **How to write a creative brief** – tips on briefing your creative agency and how to judge the work that your agency delivers.