



HARP DESIGN
Workshops

THE BRANDING WORKSHOP



BRING YOUR BUSINESS TO LIFE



THE PURPOSE

Harp Design's branding workshop is tailored to your business needs. Working with the key members of your Business to develop and establish the brand. Motivating all delegates to take action to create and take the brand of the business forward to ensure business success. An excellent alignment process to extract information, reflect and brainstorm your ideas along with great business advice from a successful team.

Designed to bring senior management together and define or redefine the brand for your business. Communication is key as is honest relevant feedback between attendees.

Maximum 10 Attendees



THE LOCATION

Wivenhoe House Hotel

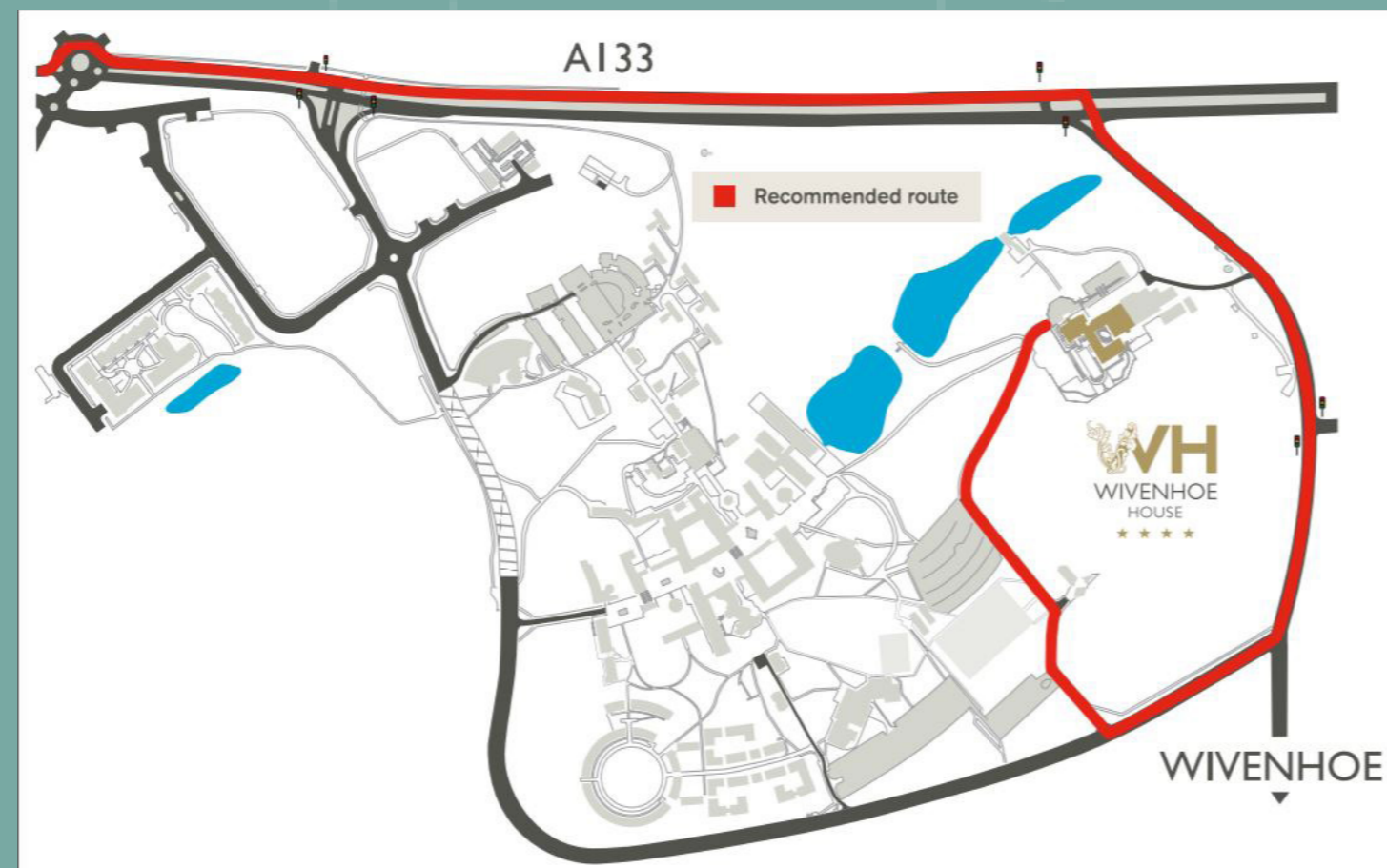
Wivenhoe House Hotel



Based on the Suffolk, Essex border Wivenhoe House Hotel boasts a fantastic location, and there is plenty to see and explore in the local area. The hotel has a stylish brasserie offering a perfect combination of classic dishes and modern cuisine, in a relaxed, informal setting, and an outdoor terrace for dining alfresco on those balmy summer evenings.

TRAVEL

Wivenhoe Park, Colchester, Essex, CO4 3FA





THE SCHEDULE

Day 1

*Arrive at 3pm, check in and get comfortable
Dinner at the Brasserie Restaurant*

Day 2

9am - Start

11am - Coffee Break

1pm Lunch

3pm Coffee Break

5pm Close

You can choose to go home or stay a second night at the hotel.



CONTENT

1. *The concept and importance of Brand in your hospitality business.*
2. *Working with the concept “The Third Place” and the Third Place Matrix*
3. *Roles – Developing roles of each key person (these people do not necessarily need to be hired yet), helping each person to be a superhero.*
4. *Development of the DNA and Culture of the Business*
5. *Develop your Masterbrand*
6. *What makes your brand Remarkable?*
7. *Competition analysis*
8. *Development of the Logo – Harp Design’s delegate can attend workshop if you would like us to develop the brand for you. If not a delegate of your choice who is designing the brand can attend.*

CONTACT US TODAY



Hayley Roy
hayley.roy@harpdesign.co.uk
Tel: 01206 329062
Mob: 07887 751966



Essex

Unit 6, Lanswoodpark, Broomfield Road, Elmstead Market,
Colchester, Essex CO7 7FD
01206 329062

London

50 Liverpool Street
London
EC2M 7PY
020 3976 4606