



Building Powerful Brands

Brand Management Processes and Strategies for EU Export Success

Two – day programme

Programme Objective:

The primary objective of the course is to empower CEO's, Brand / Product / Export Managers so that they may have the knowledge and confidence to penetrate the EU and emerging markets with potentially powerful competitive and sustainable brands. Managers are welcome to discuss their current brand issues with instructor and are also invited to suggest key areas that they are dealing with to instructor prior to commencement of course.

Topic Area for Discussion and Method:

A two day course that provides a solid theoretical grounding for managing the complexities of contemporary brand management. The latest theories and cutting-edge thinking are introduced with interactivity to enable course participants to work with real issues faced by local brands that wish to cross borders to compete with global brands. The course also provides processes and techniques to create new brands to challenge established EU brands.

The course sessions will develop the theories of strategy through the use of lectures, live case workshops and key case studies. Students are required to read published cases or workshop briefs to fully understand the complexities of each before the sessions for an active participation in the workshops.

Programme is led by Philippe Mihailovich



Philippe Mihailovich is a leading academic in the field of brand architecture, brand stretching and repositioning. He devised brand stretching guidelines for Virgin, has advised governments on rebranding nations and is author of a book on Luxury Brand theory for professionals.

As a practitioner he has managed Nivea skin care for the UK and Commonwealth (1986-87) , was Marketing Director for Wella, UK (1988- 1991) and devised the EuroBrand strategy for the group, and founded Couture Brands, a private label brand development company working with major supermarket and pharmacy chains in the UK and USA (1992-2009) and now as CEO of HAUTE LUXE he advises luxury retail brands and hotels in Paris, London, Hamburg and New York and for companies in Russia, Serbia, Armenia, Georgia and South Africa he participates in creating brands to compete in the global marketplace.