



OUR MASTERCLASS

Advanced Branding Masterclass

An immersive branding training with the most well-known branding consultants in the world

12th and 13th November 2021



Business Retreats™

LEARN FROM THE GREATEST MINDS

Advanced Branding Masterclass

With Ken Schmidt and Martin Flaherty



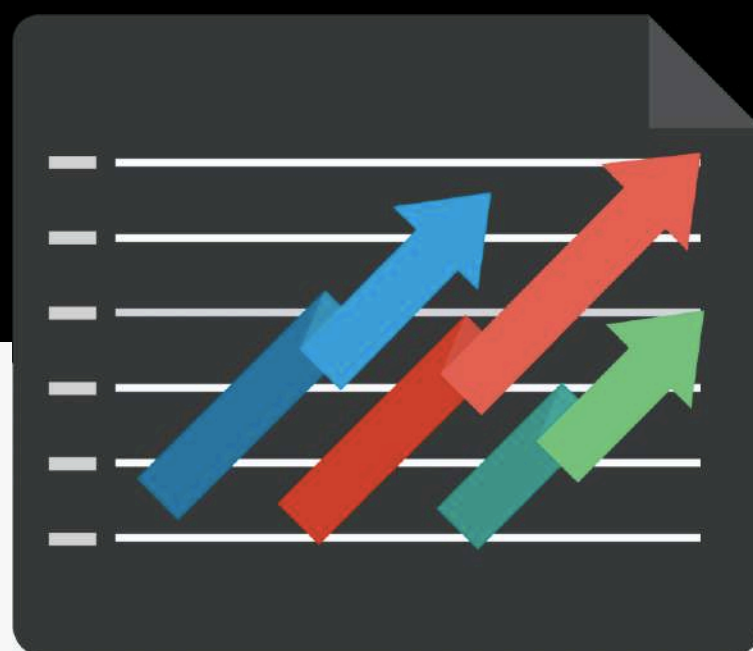
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What is our masterclass?



A 2-day branding retreat with a 2-week online post-program that aims to challenge brands to learn Harley-Davidson's and Coca-Cola's most kept secret to improve:

- ✓ Brand positioning and clarity;
- ✓ Strengthen customer and employee loyalty through branding;
- ✓ Wisely use of language, imaging and sound;
- ✓ Competition branding analysis;
- ✓ Brand sustainability;
- ✓ Marketing team clarity and performance;



Interact,
Learn,
Apply.

- ✗ Excellence in brand positioning
- ✗ Weapons of successful brands
- ✗ Context - Content – Clarity - Culture
- ✗ Building your all-stars branding team
- ✗ How to analyze, read and beat competition

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Who is our business consultant?

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Ken Schmidt

Former Director of World Communications at Harley-Davidson Motors



Former Communication and Marketing Manager at Harley-Davidson Motors



Branding consultant to global giants (Microsoft, Intel, Ford, Audi and Volkswagen)



Author of the best-seller “Make Some Noise: The Unconventional Road to Dominance”.





Martin Flaherty

Advisor at Coca-Cola, G. Motors , Herman Miller and more.



Brand advisor at The Coca-Cola Company, General Motors and Aflac



Member of Herman Miller's advisory board



Furniture branding expert



Founder Pencilbox inc



Created Floorscore and Level Brands



“Ken Schmidt is one of the few people I know who have truly seen what happens to a business when it doesn't separate the pack and boldly live unique point of view in a super noisy way. His learnings are very relevant for everyone, from CEO's to mid-level managers who want to stay ahead..”

Sarah Robb O'Hagan

- Former Marketing Director

NIKE





For Whom?

This international program is orientated for executives, marketing and brand managers, product managers and consultants.

This program is designed by Ken Schmidt and Martin Flaherty, in partnership with Excel Formação.

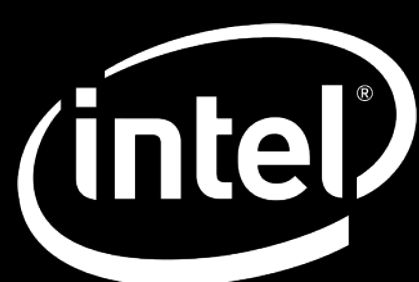
Posteriorly, there will be a free optional online 2 week-component, which is a series of content realising, community discussions and webinars.





“Well worth the investment.”

Casey Anselmi
Business Analyst | Intel



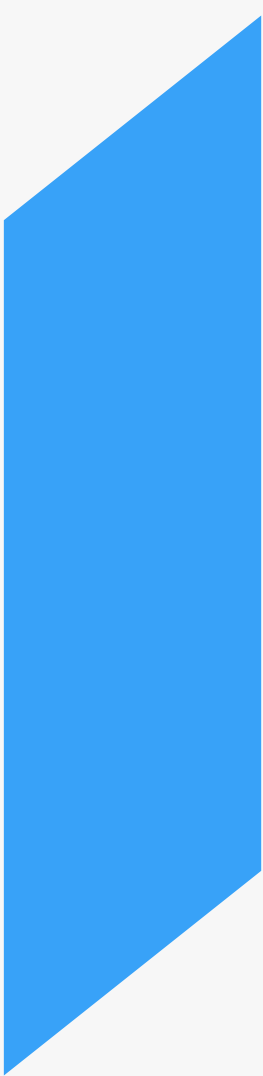
"Great hit. Happy to recommend. Delivery
and humor appreciated as well."

General Manager / Audi of America



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Event Schedule

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Day 1
12th Nov, 2021

Ken and Martin

16:30 Sunset (Early-birds) – **Day 0**



08:45 Introduction session

09:00 Make Some Noise: Harley-Davidson Case Study”

09:30 Identifying shortcomings in your business’s positioning

10:45 Coffee-Break and relax in nature



11:15 Context/Content/Clarity: Case Studies

12:00 Clear, consistent, differentiating language in positioning your business and your products

13:00 Lunch



14:20 Competitive Noise

15:15 Exercise: To determine your competitors’ go-to-market strategies, competitive advantages and weaknesses

16:30 Coffee-Break and relax in nature



17:00 Competitive Noise Summary

17:40 Exercise: One-page summary of your competition’s positioning mistakes and highlights growth opportunities for you

18:30 BBQ & Saxophone sunset





Day 2
13th Nov, 2021

Ken and Martin

08:45 Introduction session

09:00 Weapons of Mass Attraction: Case Study

09:30 Group/Individual exercise to determine your business's current and desired Marketplace branding positioning

10:45 Coffee-Break and relax in nature



11:15 Language reduction exercise: You'll learn how to use a very simple tool to reduce complex thoughts and ideas

13:00 Lunch



14:20 Case Study: "The Journey to Competitive Dominance"

15:15 Group/Individual exercise: Actions and behaviours in contacts with customers and positioning language.

16:30 Coffee-Break and relax in nature



17:00 Creating a work culture that embraces your brand positioning language and directives

17:40 Review and discussion of what's been learned, how to build and maintain momentum

18:30 BBQ & Saxophone sunset



In partnership with?

In partnership with Business Retreats, **Excel Formação**, a multinational business training company, based in Portugal with operations in Europe, Brazil and PALOP.

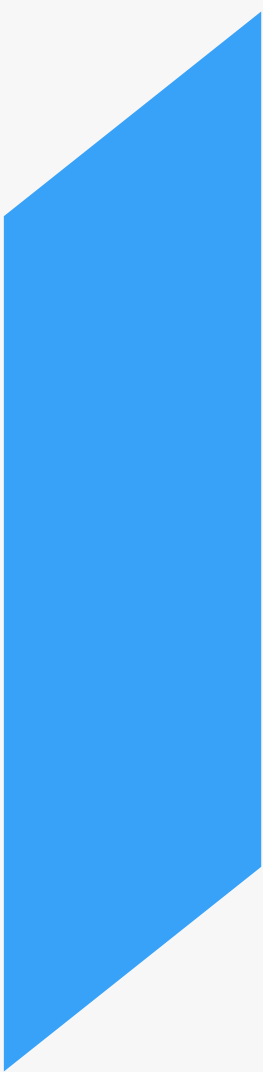
Excel main role: Apply the experts' lessons to the day-to-day running of an organization, during its practical sessions. Which allows us to be **certified by DGERT**.

EXCEL
FORMAÇÃO



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Venue

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The most beautiful Countryside

Herdade Caçabrava

The masterclass will take place in one of the most prestigious farms in the central region of Portugal. A special retreat that provides participants with a unique learning experience. Over 20 international consultants have passed through here, such as Temple Grandin, PJ Budler and Victor Cabrera.



Sunset magical experience

Exclusive package (Early-birds) participants will have access to the sunset on previous day of the event, where will take place an open session with a quick story-telling.

Always with a good jazz behind the scenes.





BBQ Sunset & Jazz

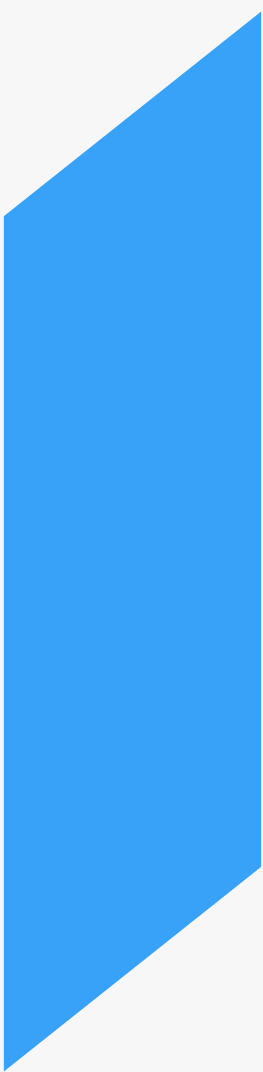
- Beef tasting gourmet premium Angus Beef
- Also gourmet vegetarian and vegan options

All local farming



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Packages

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Different advantages for each pack



	Exclusive	Standard
	Early-bird Ends at 31/07	Opens at 1/08
	1560 €+IVA	1750 €+IVA
16h with the expert	✓	✓
Breakout sessions (PT)	✓	✓
Handbook and Tools	✓	✓
Community access (blog)	✓	✓
Branding game app	✓	✓
Signed certificate	✓	✓
Signed book with dedication	✓	✗
All meals included	✓	✓
BBQ Sunset & Jazz	✓	✓
1st night Hotel	✓	✗
2nd night Hotel	✓	✓
Sunset Magical Experience	✓	✗

Groups



Under Request

Special group solutions and private retreat group accommodations.
Call us for a customized option.

Ask for places availability: business@businessretreats.net