

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5103](http://www.amanet.org/5103)

# Branding EQ: Creating Brand Loyalty

## Apply emotion-based principles of strong brands to increase business success.

Why do some companies have fiercely loyal customers while others don't? Why do some boast of "millions of Likes" while others barely have a social presence? It starts with a good product and great customer service and then includes a "tug" or "hook" based on a strong emotional appeal. The most successful brands tap into their customers' emotions.

This seminar is not about value propositions, logos, slogans, or other traditional brand components (though we'll review all those fundamentals as part of the emotional foundation). You will learn how to create emotions, provide a distinctive and positive customer experience, and create enthusiasm and a personal affinity for your brand. Building on case studies and classic brand examples, you'll see how to take a brand from good to great—and leave with a concrete action plan to apply these skills on the job.

### How You Will Benefit

- Learn to build a brand value proposition that makes customers seek you out
- Create a singular focus that makes your product/service stand out
- Make your brand relevant—either to your former audience or to your new one
- Know how to stay current with customers' demographic characteristics
- Build brand awareness and distinction to give your sales team greater leverage

### What You Will Cover

- Understanding why emotional brand connection is more important than ever
- Recognizing what gives a brand power
- Knowing the elements of brand, branding, and brand equity
- Connecting Brand Power to Emotional Quotient (EQ)
- Finding, refining, and refining brand loyalty
- How to build a brand people love

### Who Should Attend

Experienced marketing managers, directors and vice presidents of marketing, as well as executives and managers in finance, operations, customer service, R&D, and others who interact with marketing teams.

Prerequisite: This course requires you to have basic knowledge and experience in marketing. AMA recommends attending [Fundamentals of Marketing: Your Action Plan for Success](#) (Seminar #5512) or its equivalent before enrolling in this seminar.

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