

# Branding Innovation for Culture

## Agenda

November 9-11, 2018

**Purpose:** To develop Arts and Culture institutions' branding and innovation skills through a combination of presentations with relevant case studies, practical working experiences, and dynamic action-oriented learning aimed to inspire, make, and connect. The training format has the aim to awake interest, discovery, contribute to new perspectives and build a community of Art and Culture pioneers.

**Principle:** The three days training will get delegates thinking about the idea of a brand, the benefits for an organization, and the opportunity for delegates to connect and share knowledge.

**Method:** The training workshop will include presentations of key concepts, discussion of causes related to the concepts, work in groups and discussion of participants' own organizations. The workshop will be conducted in participatory mode, with interventions from participants encouraged.

**Target audience:** Heads of 17 Armenian CSOs acting in Arts and Culture Field

**Day 1,  
Friday November 9, 2018**

**Topic of the day: Observe - Museums as brands, an introduction to brand and how you get there**

Time	Topic
9:30 – 10:00	Registration of the Participants and Coffee
10:00 – 10:10	Introduction
10:10 – 10:30	Hopes and Fears
10:30 – 10:50	Getting to know each other
10:50 – 11:40	Why Branding Innovation Matters
11:40 – 12:00	Coffee break
12:00 – 12:10	Glossary of Branding Terms
12: 10 – 12:30	Branding Now

<b>12:30 – 13:00</b>	Discussion and Feedback
<b>13:00 – 14:00</b>	Lunch
<b>14:00 – 14:20</b>	Cultural Organizations as Brands
<b>14: 20 – 14:30</b>	Questions and Discussions
<b>14:30 – 15:00</b>	Art and Cultural Organizations Innovation Areas
<b>15:00 – 15:15</b>	Feedback and Discussions
<b>15:15 – 15:30</b>	Coffee Break
<b>15:30 – 16:00</b>	Objects: What’s Great About Your Organization
<b>16:30 – 17:00</b>	Picture your Audience/Know Your Competitors
<b>17:00 – 17:30</b>	The Big Idea
<b>17:30 – 17:40</b>	Feedback
<b>17:40 – 18:00</b>	What Have We Learnt?

**Day 2,  
Saturday, November 10, 2018**

**Topic of the day: Ideate - How to apply a brand strategy**

<b>Time</b>	<b>Topic</b>
<b>9:30 – 10:00</b>	Coffee
<b>10:00 – 10:10</b>	Introduction
<b>10:10 – 10:30</b>	Discussion
<b>10:30 – 11:00</b>	Transmedia Brands
<b>11:00-11:10</b>	Questions and Discussions
<b>11:10-12:10</b>	Create a Brand Strategy
<b>12:10 – 13:00</b>	Feedback and Discussions
<b>13:00 – 14:00</b>	Lunch

<b>14:00 – 14:15</b>	Warming up
<b>14:15 – 15:15</b>	Bring the Brand to Life Through Catchy Content/Ideation
<b>15:15 – 15:35</b>	Pres 4: What’s in a Name
<b>15:35-15:45</b>	Coffee break
<b>15:45 – 16:30</b>	Bring the Brand to Life Through Programming/Ideation
<b>16:30 – 17:00</b>	Apply Brand Strategy
<b>17:00 – 17:10</b>	Questions and Discussions
<b>17:10- 17:50</b>	Pitching
<b>17:50 – 18:00</b>	Prize Giving

**Day 3,  
Sunday, November 11, 2018**

**Topic of the day: Visualizing the brand strategy**

<b>Time</b>	<b>Topic</b>
<b>9:30 – 10:00</b>	Coffee
<b>10:00 – 10:10</b>	Introduction
<b>10:10 – 10:30</b>	Discussion
<b>10:30 – 11:00</b>	Visual Identities
<b>11:00 – 11:10</b>	Questions and Discussions
<b>11:10 – 12:00</b>	Create a Design Brief
<b>12:00 – 12:30</b>	Feedback and Discussions
<b>12:30 – 13:00</b>	Visual Analysis
<b>13:00 – 14:00</b>	Lunch
<b>14:00 – 15:00</b>	Apply a Brandy Strategy to Image Positioning
<b>15:00-17:20</b>	Design Development
<b>17:20-17:50</b>	Questions and Discussions
<b>17:50 – 18:00</b>	Prize Giving

## **About Bridge for CSOs programme**

BRIDGE for CSOs project is implemented by Armenian General Benevolent Union with Eurasia Partnership Foundation and financed by the European Union. This three-year project was launched in December 2016. The project targets civil society organizations registered and operating in Armenia, Armenian universities, young professionals from Diaspora who would like to contribute their knowledge and expertise to strengthen the capacity of Armenian organizations. The objective of the project is to strengthen the capacity of Armenian civil society to effectively contribute to decision making processes in Armenia. To achieve this objective, the project will:

- improve organizational capacities of CSOs to better respond to citizens' needs,
- provide accurate and tailored response to the needs of Armenian CSOs,
- increase CSOs' service delivery capacities,
- improve on the job management skills through application of international best practice,
- establish a sustainable capacity building mechanism in a local university,
- strengthen project management and social entrepreneurship capacities of the Armenian CSOs,
- increase the level of public awareness and trust towards CSOs, and
- improve the level of interaction between Diaspora and Armenian CSOs.

More information about the program is [here](#). To register in the network of Bridge for CSOs program, please follow the link: [www.agbu.am/am/bridge-for-csos/3024-bridge-for-csos-announcement-for-registration](http://www.agbu.am/am/bridge-for-csos/3024-bridge-for-csos-announcement-for-registration).