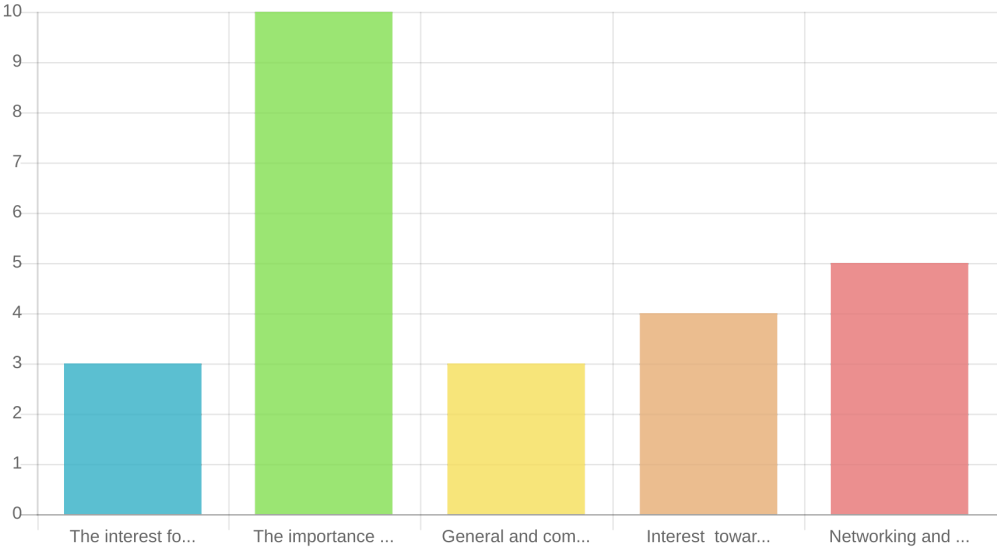


Brands Innovations for Culture Capacity Development Training

1 Your motivation for applying for the training (you can specify more than one)

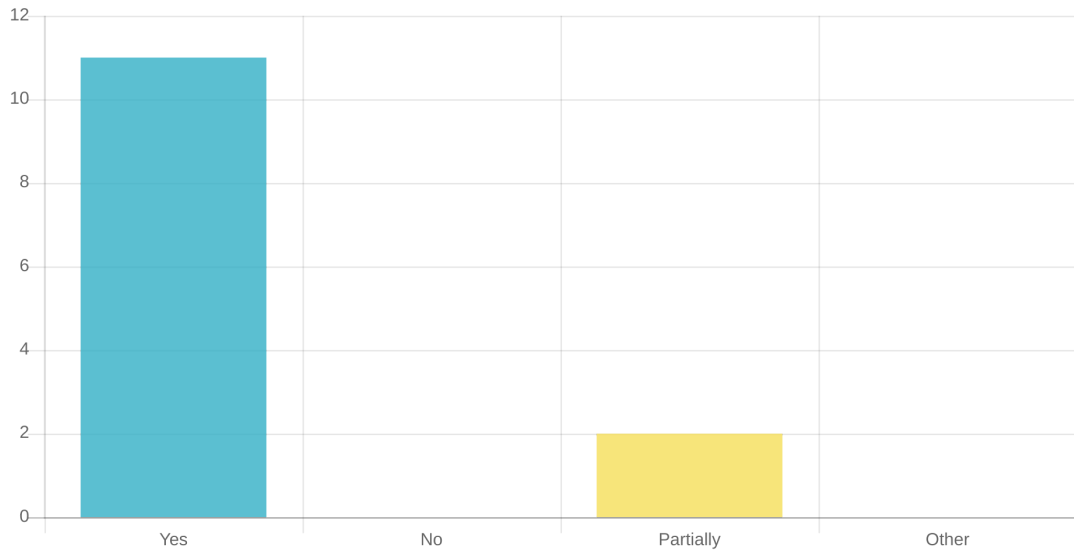


- 30% (3)**
The interest for Bridge4CSOs programme
- 100% (10)**
The importance of Brands Innovations for your organization.
- 30% (3)**
General and complete development
- 40% (4)**
Interest towards EPF and AGBU programs
- 50% (5)**
Networking and partnership

10 Responses



2 Whether your expectations regarding the course are met



85% (11)
Yes

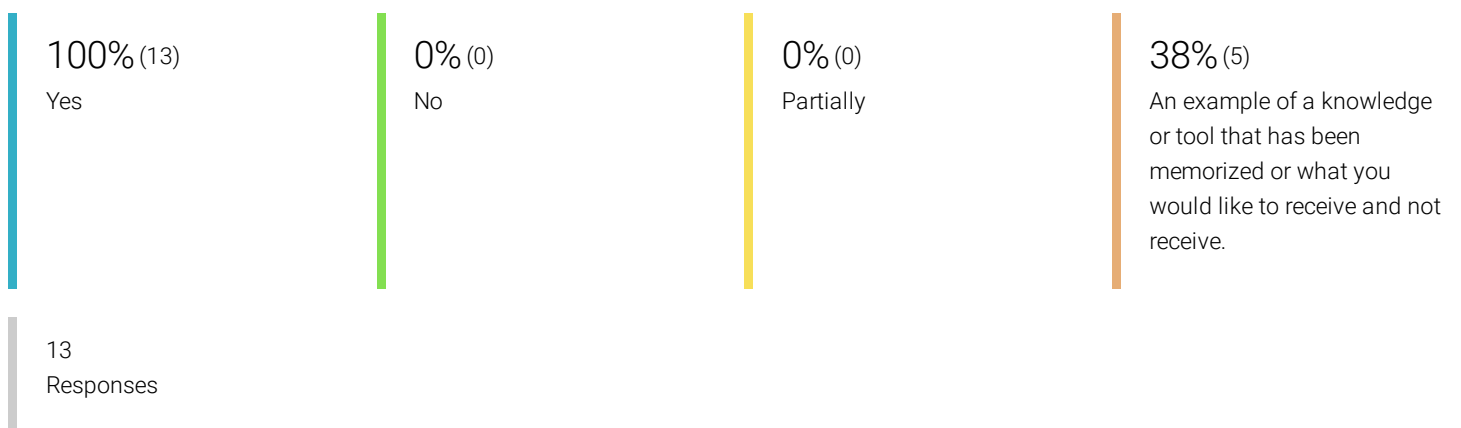
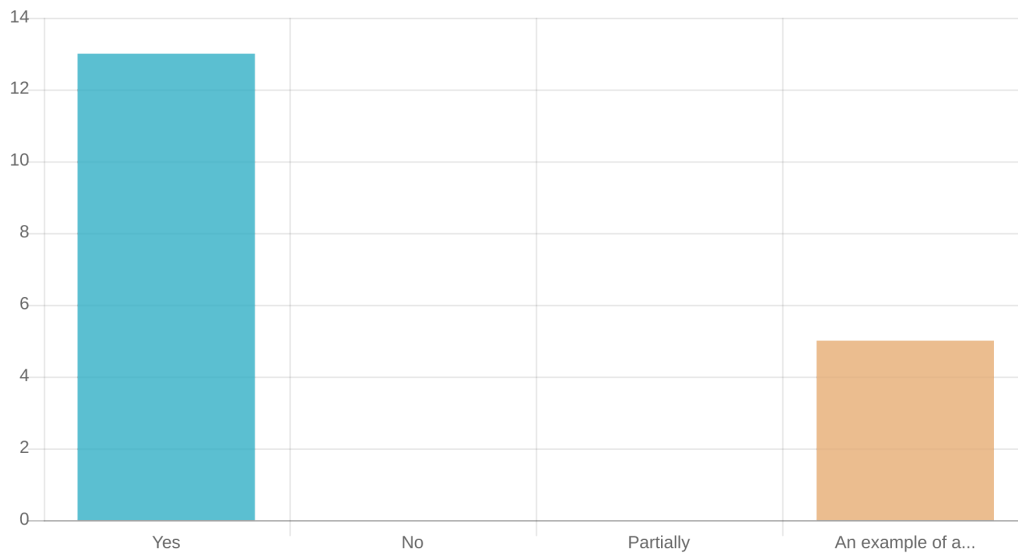
13
Responses

0% (0)
No

15% (2)
Partially

0% (0)
Other

3 Whether the knowledge and tools obtained at the training will help you to perform your job duties more effectively ?



How to focus on the big idea of the organization to develop its brand, and how to look at the organisation from the audience's point of view.

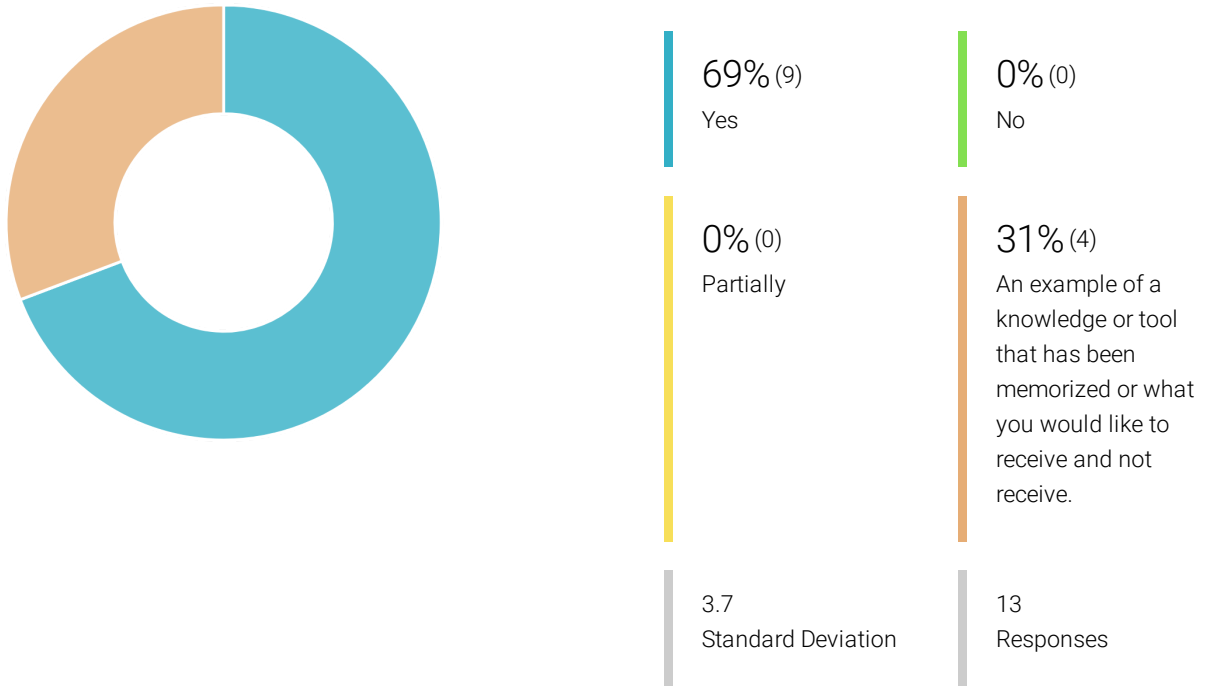
- Visual Language, Young people - Creative Partners, Learn from Failure, From Spreading to Interacting, Brand operating in Trans-media Environment, What people do with your Brand is more important what you want them to do, etc.

The workshop was a good combination of theoretical knowledge and practice examples. In the presentations there were several good examples of a very successful and productive branding, would be too useful to have info on this cases.

Creation and design of communication language and tone for your target audience

how to define the audience

4 Whether the knowledge and tools obtained at the training will help to increase the effectiveness/resolve the problems of your organization or develop new projects?



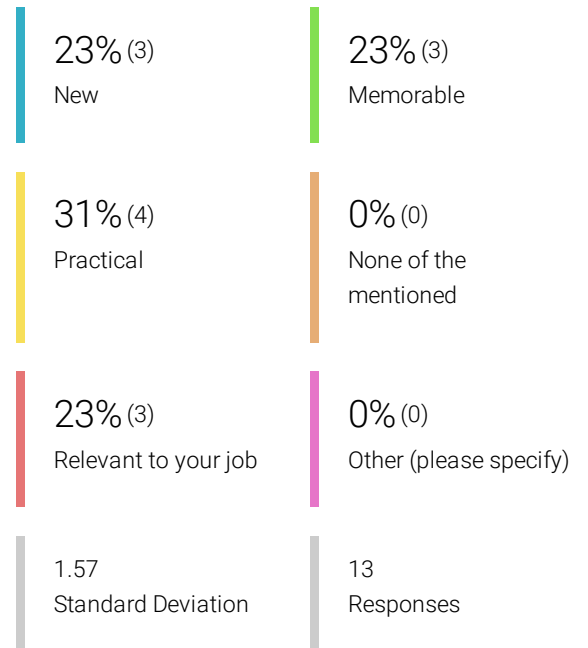
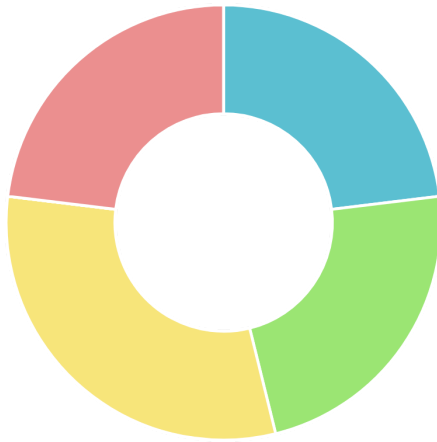
How to research an organization's mission and goals and find its big idea.

Our "Big Idea" has already been put to use in the opening of our center last week!

Որպես վերապատրաստման արդյունքում ստեղծվել է նոր գաղափարներ, թե ինչպես կարող ենք մեծացնել մեր կազմակերպության եւ նախագծերի տարածումը եւ ինչպես կարող ենք մեր տեղեկատվական քարոզարշավները ավելի արդյունավետ դարձնել

it was overall very productive training for my organization.

5 Whether the concepts presented at the training were:



One or more examples of ideas that were new, memorable or practical

It was the balance in vision of Cecilia between the respect to the cultural institution and application of the branding strategies, so the institution and its "high" mission does not suffer from "marketing", it is not simplified. For me this question was actual since I was student and studied Museology, I inherited this fear from my professors. From the workshop I learnt that balance is possible.

How to brand your organization: it was new for me and the examples were interesting!

The effective branding requires focusing on the big idea of an organisation, disregarding details. Besides, effective branding requires looking at the organisation from the client/customer/audience point of view. The branding strategy of an organisation should be matched to its audience.

I particularly loved the idea of a brand being what OTHERS see of your program/organization. It's important to put ourselves in other's shoes and look at our brand through the eyes of a consumer/tourist/beneficiary.

Check the behavior of target on the social media (if want to take pics, encourage them to take pics and share). Communications material images should reflect the diversity of the audience in terms of race, sex, age, place, etc.

Logo animation with the sound was new to me.

Branding case studies, process of thinking, examples of other art institutions

Idea on having audio identification sound of your organization, the forms and models of branding strategy

new experiences create new demands, brand architecture principles, branding is responsible to bring innovation, etc.

how to define the brand identity (values, audience, language, visual and sonic identity)

great case studies

7 What additional considerations do you have with regard to communication, lessons learned?

I have learnt a lot, and now I am looking on how to implement it in my work.

During lessons we were playing games, which were connected to our lesson and that was amazing and useful :)

Both sessions and their content have been very interesting. Team work has helped us to research our own organisations from different and new points of view. Cecilia Martin has organized sessions in a highly interactive, interesting and playful way, which helped us to relax and learn easier.

The space was not enough for creative work :(

I really enjoyed the training and found everything very useful. I can't think of any additional notes at this time.

Nothing specific.

It was amazing!

Not sure if I could add anything, we were able both to communicate and learn new things during the lessons.

Useful , to the point workshop, practical examples. Wish we would consider more bad case studies, sometimes they are useful too.

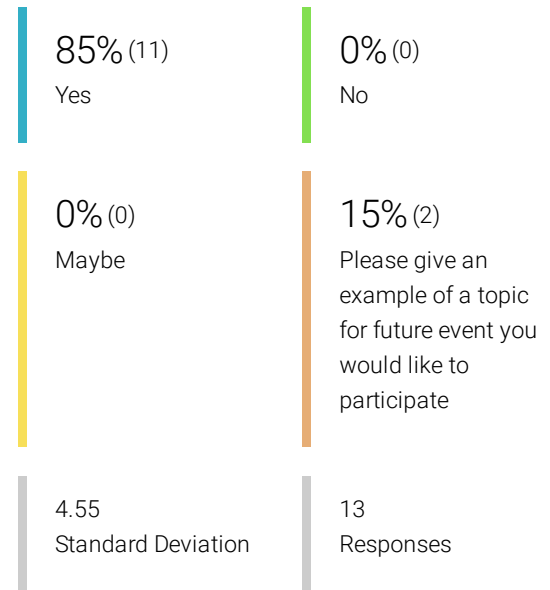
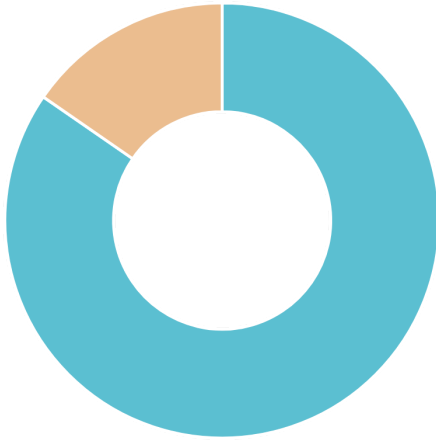
Would be useful to create an opportunity to receive follow up the consultancy from the expert in process

another meeting after a year or so for participants, to discuss the results and advancements

The way of transmitting the knowledge was great

excellent training program, excellent trainer and very good team

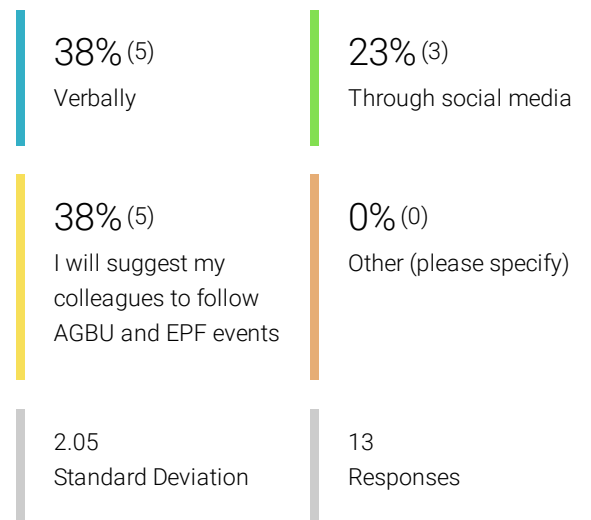
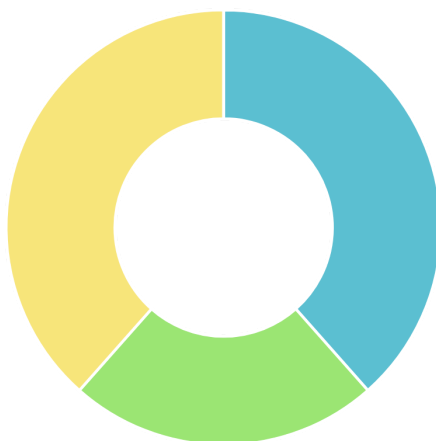
10 Would you like to participate in a similar event organized by EPF?



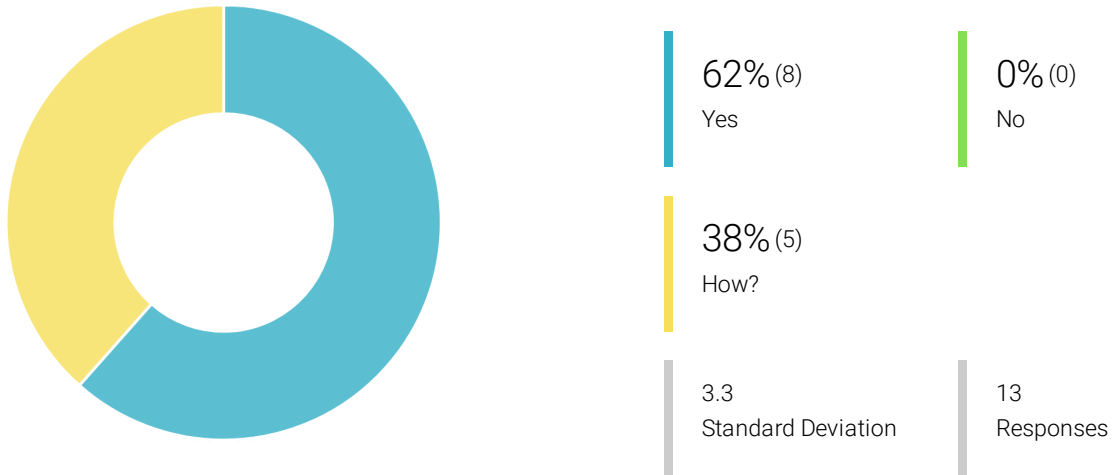
The fields I am interested are Innovation and Science, Social Media and Communications, Art and Design.

seminar on communication skills with target audiences

11 How are you going to share the information about this event within your professional networks? (you can choose up to three options)



12 Are you planning to share the gained knowledge/tools with your colleagues?



I am planning to do a presentation during the bi-annual meeting of our organization and briefly present the ideas I have learnt.

I've already met with my colleagues and did a short "debrief" of the training. We plan to do a more complete debrief sometime next week.

Sharing with the presentation and answering the questions, if any.

With organization of the internal discussions on the outcome of the workshop

presentation, talk, sharing materials

13 Which moment of the event was especially memorable

For me there was not one memorable moment, the workshop was very intense and each part of it was interconnected with other. I would say that the workshops itself was very memorable and motivating.

Actually each moment was memorable, we have new friends, share our thoughts, the information about our NGO's. Great thanks to Piruza and Nane!!!!

Exchange of ideas between participants, hands-on work, plays.

Sorry, almost a month past, difficult to choose a specific moment

I particularly enjoyed doing our pitches, it was a great summary of everything we had done thus far and a great opportunity to hear others' ideas and criticisms.

I liked the presentations by Cecilia.

when we exchanged with the groups to have new exercises

the part when we were discussing about the big idea, and consultation with designers.

Great personality, useful information and feedback on ideas

The whole process was organized productive and memorable

Piruza taking care of us

The 2 minute pitch

maybe the last day when the big idea came together

14 Specify 1-2 learning needs, gaps that you or your organization have:

Our organization has a need to better communicate our mission and activities to the public, we also have a problem with our visual identity.

The first thing I learned it's how to brand your organization and how to advertise it.

Communication strategies, fundraising strategies and practical work, networking.

Better Marketing/Sales skills, more innovative and practical tools for development

Our biggest need is to develop a bit more of a separate identity and decide what language we want to use on our social media.

Grant applications, building a team.

Communications and positioning it in the eyes of public

We need to do more and more innovations and maybe think about a new logo.

Strategy planning, fundraising

Practical coaching on the visualization,

lack of communication management and visibility

a visual brand that we need to create

branding from A to Z (specially the verbal identity and the values that need to be defined)

15 Please provide any additional comment or feedback on the training which will help to make it more effective in the future.

I am very happy that I had a chance to take part in this workshop, it helped me better understand what our organization does and how we can communicate it better. I feel myself very much inspired.

All was fantastic!!! Keep doing :))

I would like to use this opportunity and to thank deeply all the organizers of this important course and its trainer Cecilia Martin for the highly interesting and relevant activities. Special and heartfelt thanks to Piruze Manukyan and the Eurasia Foundation's whole Staff, which heavily helped and assisted me during the course. THANK YOU!

Thank you!

This isn't necessarily a helpful comment, but I really enjoyed the training, learned a lot, and think you all did a wonderful job organizing and facilitating it. Thanks so much!

To have practical part like during this training.

more opportunities to bring together the young and experienced specialists in the group, who met each other for the first time (that's what you did during the second day:)

Everything was just perfect, maybe we should add one more day to reduce the time pressure.

Participants must be introduced to each other which will avoid unnecessary time wasting during brainstorming and group work

N/A

Please make people to know each other better on the first day, please provide designers with information about the organizations before they can advice.

Get some time at the beginning to know mor about the participants projects.