



bristol business college

YOUR BEST BUSINESS DECISION

Transforming Customers into Brand Champions

What if your best advertising came from your customers?

What if your suppliers generated your best leads?

What if your loudest supporters didn't even work for you?

Not only is it possible to turn your customers and suppliers into brand champions – it's essential! With the Internet as the medium: trust, dialogue and transparency become the vital components.

This one-day workshop is specifically designed for communication managers or owner managers. The workshop is about challenging views on traditional marketing. It is about understanding how trust and openness can lead to deeper connections with your business network and community. It is about getting people to help you help them.

Course Objectives:

- ⊕ Understand the challenges in traditional marketing dialogue
- ⊕ Understand the value of transparency in communication
- ⊕ The role key Internet platforms play in facilitating dialogue
- ⊕ Identifying and avoiding potential risks
- ⊕ Overview of techniques that have a proven track record

Delegates will learn:

- ⊕ What this approach has done for other companies
- ⊕ Why dialogue and debate build credibility for your brand
- ⊕ How respecting your customers and suppliers can be utilised
- ⊕ How to use the key Internet platforms to start to engage your network
- ⊕ What skills are required to deliver this change
- ⊕ The tools and techniques that have a proven track record
- ⊕ Risk assessment

The course builds on the experience of the delegates. It is designed to be as interactive as possible with regular opportunities for discussion and collaborative learning. It will explore the practical steps needed to start, develop and maintain this dialogue.

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1 Day Course