

Pre Conference Seminar 1

Branding HMEI

Friday 22nd September, 10:00 - 13:00

Programme

9:45 registration of participants

10:00 - 11:30 Introduction and group projects

11:30 - 12:00 Coffee Break

12:00 - 13:00 Group presentations and conclusions

13:00 Lunch

Description

We live in a world that is volatile, full of uncertainty, complex, and ambiguous. Planning, predicting and creating branding strategies in this type of world can be a futile exercise.

As Saatchi & Saatchi's CEO Kevin Roberts wrote: *"Brands today are suffering the death of a thousand yawns. How do we wake up? By acknowledging that great brands have always been created with love, with inspiration, with emotion, and dumping all those formulas and processes."*

As Music education institutions, we have the opportunity to use music as the fastest shortcut to emotions and to get inspired. We have tools to "wake up" this world and build brands that emotionally connect with people.

In this workshop, we will explore the evolution of branding and marketing as the world has been massively impacted by demographics and technology. We will look at different branding examples that illustrate different approaches to building a brand, including the case of Berklee College of Music; through a dynamic and interactive approach, we will work on different case studies to learn best practices in marketing and branding and will work on applying these principles to our own institutions.

Bring your creative and emotional spirit to the session and let's have fun. Remember that rational thinking leads to planning and conclusions. Emotional thinking leads to action!