

Calling All Businesses in the Heads of the Valleys region



Innovative Branding Workshop Brand Development and the Customer Perspective

brought to you by Branding Consultancy



Open to any business based in the Valleys
(Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taf or Torfaen)

- designed for pre-start ups, start ups, sole traders, employees, business owners, managers and directors
- in any sector, any industry, including social enterprise organisations

Workshop Aims

- Gain a basic understanding of branding
- Understand how brand helps you to win business
- Information required before commissioning a designer
- Awareness of design process – what to expect from a designer
- Understanding design briefs and design project agreements
- Use customer journey mapping to assist with improving marketing opportunities and strengthening your 'brand'
- Improve your understanding of how your customers come into contact with your 'brand'

Here's How YOU can benefit

- Learn what a 'brand' is and how a 'brand' can become a decision making tool within your business
- Understand the design process and how to commission design
- Learn a customer journey mapping technique that is easy to understand and implement
- Meet and work with people outside your sector
- Raise your profile and grow your business

REGISTER your place on the workshops NOW
Full details overleaf.....

Here's what they say.....

"An excellent workshop which exceeded my expectations. Practical guidelines and excellent examples. I have learned that you don't have to have a huge budget to be effective."

Carmel Barry, Manager,
Taste of Enterprise

"An excellent insight into branding. Opened my mind to some forms of branding not previously considered."

Phil Corke, MD,
Design and Manufacture
(2007 Winner Merthyr Lifetime Achievement Award)

HOVIP clients include

- Cynon Valley Crime Reduction Service Ltd.
- Melloy Ltd.
- My Little Angel
- Penn Pharmaceuticals
- Regan Construction Services
- Royvon Dog Training Schools
- Scan and Collate Ltd
- Taste of Enterprise clients
- Williams Medical Supplies plc

HOVIP is delivered by business people for business people

Some REAL results clients have achieved.....

- Generated new business worth £276,000;
- Obtained £365,000 worth of funding;
- Brought social enterprises and other SMEs together to form the *Secure Wales* cluster and brand



Heads of the Valleys Innovation Programme (HOVIP)
aims to increase the capacity for innovation in businesses in the region.
HOVIP2 is supported by the Welsh Assembly Government HoV Regeneration initiative and is
hosted by Merthyr Tydfil County Borough Council. See www.hovip.org.uk



TAKE ACTION! : Register Your Place NOW

INNOVATIVE BRANDING WORKSHOPS

Yes, book my place NOW

Please indicate your preferred date (tick appropriate box):

Dates and Venues	Mon 30 Nov 2009	Mon 22 Feb 2010	Mon 22 March 2010
	Tredomen Gateway Centre, Tredomen (near Caerphilly)	University of Glamorgan Business Centre, Treforest	Orbit Business Centre, Merthyr Tydfil
Fees	£30 (businesses less than 1 year old or social enterprises) £60 (other businesses) <i>(must be based in Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taf or Torfaen boroughs)</i>		
Times	9:00 a.m. to 1:00pm followed by a buffet lunch.		

Title	First Name	Surname	Job Title
Name of organisation:			
Address:			
Postcode:			
Tel:			
Mobile:			
Fax:			
E-mail:			
Sector:			
Number of Employees:			
What do you want to gain from the workshop?			

PAYMENT DETAILS

	I enclose a cheque to the sum of £ _____ (payable to Merthyr Tydfil County Borough Council)
	Please send an invoice to the above address using purchase order number:

Diary marker: Fourth HOVIP Innovation Awards and Market Place
Thursday, 24th June 2010. Venue to be confirmed.

For the full range of HOVIP services see: www.hovip.org.uk

A place on the workshop is reserved when a completed booking form is received and payment made prior to commencement of the workshop.

Please complete and return this form to:

Phil Burkhard, HOVIP Manager, Merthyr Tydfil CBC,
Orbit Business Centre, Rhydyar Business Park, Merthyr Tydfil, CF47 8AN
OR

Fax Back to 01685 352 701

Tel: 01685 725 469 Email: phil.burkhard@merthyr.gov.uk Visit: www.hovip.org.uk