



# Brand Leadership

**Location: 95 St Clair Avenue West, Suite 1103, Toronto**  
**Session: 8:30am to 4:30pm**

***An interactive learning experience introducing participants to a new Brand Leadership model***

**Instructor:**

Debbie Scoffield  
Scoffield Consulting

**About the course:**

Participants will leave the workshop with a review of the classic Brand Management model and an in-depth look at a new Brand Leadership model to consistently manage a brand to success. The objectives of the course are to:

- Explore a new Brand Leadership model
- Compare the Brand Leadership model benefits to the classic Brand Management model
- Develop an in-depth understanding of brand position and brand architecture

**Who should take this course:**

Marketing people who have been working in marketing for 3 years, and who want to become the champion for their brand in the organization.

***Note:*** *Building a Marketing Plan is a pre-requisite for this workshop.*

**About the presenter: Debbie Scoffield**

Debbie Scoffield is a consultant specializing in marketing, strategic planning, and project management. Her 30 years experience includes working with large and small product and service companies and agencies such as Canada Dry Motts, Pepsi, Petro Canada, Wyeth, Sprint, Ontario Tourism, A&P, Zenith Optimedia, and others to develop strategic plans, marketing plans, creative, media, new product innovation, promotions, market research, brand positioning and packaging.

**[Click here](#) to download the course registration form.**

**For further information, please contact:**

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