



Malawi College of Accountancy

Malawi College of Accountancy (MCA), Malawi's premier accountancy and business management training institution is pleased to announce a workshop:

Brand Building and Reputation Management

Workshop outline:

Part 1:

- Brand Strategies
- Brand Equity
- How to Build Brand Loyalty

Part 2:

- Corporate Identity Management
- Crisis Communication and Stakeholder Reputation
- Developing a Reputation Strategy, Plan and Toolkit

Target participants:

Senior managers from the private sector, public sector, civil society organisations and religious bodies, and anyone interested in understanding Brand Management and Corporate Reputation, including Marketing managers, PRO officers, Project managers, Information officers, Executive personal assistants.

Date and venue:

The workshop will be held in Blantyre and Lilongwe as follows:

Lilongwe: Thursday and Friday 1st to 2nd February, 2018

Blantyre: Monday and Tuesday 26th to 27th February, 2018

Attendance fees: K 95,000.00 (including refreshments and lunch)

Presenter: Francis Moto Jnr., Chartered Marketer, MBA

To register: Call: 0995 613 019 or Email: mcabt@mca.ac.mw

MCA – 'A Class Apart'