



TRAINING

Brand Marketing & Hospitality

LEARNING OBJECTIVES

- Understand the challenges and foundations of brand building applied to hospitality
- Understand the importance of brand management for a hotel or hospitality brand
- Develop a brand strategy for a hotel or hospitality brand
- Implement brand actions that align with the strategy

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Open to all education levels, the training is intended for hospitality professionals or job seekers wishing to enter the sector

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,720 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Understanding the challenges and structure of a brand applied to hospitality
 - Definition of a brand: rational and emotional aspects
 - Specifics of a hospitality brand (customer experience, hospitality, perception)
 - Case studies: analysis of hotel brands
- Understanding brand management challenges for a hotel or hospitality brand
 - Brand positioning: luxury, budget, boutique, etc.
 - Coordinating branding elements: logo, storytelling, interior design, etc.
 - The role of brand management in customer retention and acquisition
 - Importance of consistency in communication
 - Current trends in hotel brand management
- Developing a brand strategy for a hotel or hospitality brand
 - Brand analysis and audit applied to hospitality
 - Aligning business objectives with brand strategy
 - Steps to create a brand strategy: defining targets, brand promises and values, building a strategic brand plan
- Implementing brand actions aligned with the strategy
 - Ways to bring the brand to life over time and across channels
 - Importance of consistency across all touchpoints
 - Digital strategy, event communication and partnerships
 - Team training: embodying the brand at each stage of the customer journey
 - Tools and metrics to assess brand performance

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to take on roles involving the implementation of brand marketing actions in the hospitality sector. They may also continue training in other relevant skills in the field.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: 100%
- Individual progress rate: 100%

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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