

Brand Governance Message Consistency

Media Skills & Public Relations (PR)

Course Overview

Brand Governance Message Consistency: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Brand Governance Message Consistency
- Apply practical tools and techniques for Brand Governance Message Consistency in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Brand Governance Message Consistency in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Brand Governance Message Consistency: principles, terminology and context
2. The business case: why Brand Governance Message Consistency matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
21 to 25 Sep 2026	Windhoek	\$1,450
12 to 16 Oct 2026	Dar es Salaam	\$1,395
26 to 30 Oct 2026	Online	\$750
16 to 20 Nov 2026	Gaborone	\$1,650
7 to 11 Dec 2026	Kigali	\$1,450

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.