

Vehicle Branding, Livery and Fleet Image Management

Traffic Management & Road Safety

Course Overview

Vehicle Branding, Livery and Fleet Image Management: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Vehicle Branding, Livery and Fleet Image Management
- Apply practical tools and techniques for Vehicle Branding, Livery and Fleet Image Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Vehicle Branding, Livery and Fleet Image Management 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 Vehicle Branding, Livery and Fleet Image Management: principles, terminology and context
2. The business case: why Vehicle Branding, Livery and Fleet Image Management 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)
16 to 20 Nov 2026	Online	\$800
23 to 27 Nov 2026	Pretoria	\$1,650
30 Nov to 4 Dec 2026	Gaborone	\$1,650
7 to 11 Dec 2026	Kigali	\$1,395

LTC Consultants

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